

## **Memo**

**From: Roger J Brideau**

**Sub: Testimonial on behalf of High Five Pedal Tours and Mr. David Cicotte**

**Date: April 28, 2016**

My name is Roger Brideau and I am involved with the Craft Beer Industry in downtown Ann Arbor, MI. My direct involvement with customers whom consume alcoholic beverages includes work as a Cicerone Craft Beer Bar Tender (Certified, 2015), at the Beer Grotto Bar located at 303 S. Ashley. In addition since 2008, I have served as a volunteer beer pourer at the monthly beer tasting held at Arbor Brewing Company located at 114 East Washington. ABC has successfully operated these monthly beer events in Ann Arbor for 19 years. Thus I have interacted with hundreds of customers and all levels of staff working within the Brew Pub and Bar businesses described above.

I do not have any financial or work related relationship with High Five Pedal Tours or with Mr. Cicotte. My involvement with Dave over the past 12 months has been in the capacity as an unpaid resource offering ideas and advice on how to serve alcoholic beverages to customers. Mr. Cicotte has acted in a professional manner when I have met with him at my place of Employment (Beer Grotto) and when I have spoken with him at events held at Arbor Brewing Co. I believe Mr. Cicotte is a responsible business owner who understands the ramifications and responsibilities of operating a Pedal Bike and serving a mixed group of customers. Safety to the Pedal Bike participants, and the surrounding car and bicycle drivers, as well as pedestrians is of utmost importance. He gets it! I wish him success in growing this business in the city of Ann Arbor.

Please note I have been Certified (thru 4/27/2018) in Techniques In Alcohol Management (TAM, State of Michigan). This certification allows staff involved with serving alcoholic beverages to comprehend the inherent issues and concerns of serving alcohol correctly to customers of legal drinking age.

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