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California craft brewers make plastic packaging law changes their top priority for 2027

The trade group wants revisions to S.B. 54 after leaders said Assemblymember Chris Rogers had backing to pursue a fix

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California craft brewers are making changes to the state’s plastic packaging law their top legislative priority for 2027, according to Brewbound and comments from the California Craft Brewers Association.

The trade group, known as the CCBA, is focusing on revisions to California's extended producer responsibility law, S.B. 54, which governs plastic packaging. Brewbound reported on November 16 that CCBA leaders want a legislative cleanup of the measure in 2027.

Kelsey McQuaid-Craig, the association's executive director, said during a Tap Talk at the CCBA's summit in Irvine that Assemblymember Chris Rogers had secured "a commitment from the speaker to work on a fix in this coming year," according to Brewbound.

The report did not detail what specific provisions the brewers want changed. But the decision to elevate S.B. 54 above other issues shows the level of concern the law has created for a key segment of California's beverage industry.

That matters beyond craft beer. Any revision to the packaging law could potentially change compliance duties and costs for companies that sell beverages in plastic or other covered formats in California, including brewers and their suppliers in one of the country's most important drinks markets.

California has often set the pace for packaging and environmental policy, and changes made there can shape planning for companies that operate across multiple states. For beverage producers, even narrow adjustments to producer-responsibility rules can affect packaging choices, reporting requirements and long-term budgeting.

The CCBA's push also suggests that industry groups are shifting from broad concern about the law to a more targeted effort to rewrite parts of it through the Legislature. With Rogers now tied to the effort and the speaker's office described as open to a fix, the issue appears positioned to become an important business and regulatory debate in Sacramento in 2027.

Brewbound's report cited the comments from the Irvine event as the clearest signal yet that the association plans to devote significant political attention to the measure. For breweries already dealing with tight margins and changing input costs, the outcome of that debate could carry financial consequences well beyond state politics.