



AMERICA'S BEER & BEVERAGE DISTRIBUTORS

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The National Beer Wholesalers Association Awards CRAFT BEER DISTRIBUTOR OF THE YEAR[™] to the Nation's 3,000 Independent Beer Distributors

ALEXANDRIA, Va - The National Beer Wholesalers Association (NBWA) is proud to award this year's *Craft Beer Distributor of the Year* award to all the independent beer distributors across the country. The Craft Beer Distributor of the Year award is given to those distributors that go above and beyond in helping to promote, sell and celebrate craft beer.

Despite the complications caused by COVID, independent distributors worked to position craft brewers for growth. With various supply challenges to brewers, retailers and wholesalers, beer distributors were nimble and effective in their efforts to help get craft beer to retailers across the country. Alcohol and Tobacco Tax and Trade Bureau (TTB) data shows that the number of permitted breweries has grown from approximately 2,000 to 13,380 over the last 11 years. The Brewers Association notes a six percent increase in the number of breweries in 2021. The number of brands and retail placements for craft beer continues to increase.

“Despite the challenges of the COVID pandemic, independent beer distributors have continued to invest and increase their efforts to promote and sell craft beer. Craft beer is driving excitement in every corner of our country, and independent distributors are working every day to partner with craft breweries to get their great products to retailers across the country,” noted Craig Purser, NBWA President & CEO.

The average number of products independent beer distributors carry continues to climb, with beer distributors now averaging 1,174 stock keeping units (SKU), which is up substantially from 185 SKUs twenty years earlier. Under the unique American state-based three-tier system of alcohol regulation, product diversity is paramount. Bringing new products to consumers is the hallmark of independent beer distributors; the results can be seen in the vast consumer choice for beer, with new products like seltzers and imports adding additional growth to the robust beer market.

Independent beer distributors are ready to work with craft brewers to help revitalize the import on-premise beer market. With so many drinking establishments closed due to COVID related restrictions, the draft beer market has been greatly reduced. Independent beer distributors look forward to working alongside craft brewers and retailers to help on-premise establishments return stronger than ever.