Identify two or three key messages you want to convey. Depending on the topic, these messages may include:

1. **Beer distributors provide commercial value, as evidenced by...**
   - Helping brewers of all sizes get to market and grow. This includes the more than 3,000 breweries in the U.S. and countless imported labels.
   - Wide variety of beer styles for the consumer: From Lambics and lagers to pale ales and porters, there is a style for every beer consumer regardless of taste.
   - Consumer choice: There is no other consumer product on the market that enjoys as much variety and selection as beer.

2. **Beer distributors provide economic value, as demonstrated by...**
   - Jobs: Number of employees at your distributorship, mentioning good solid jobs with benefits
   - Jobs: Local jobs supporting local workers and their families living in the local community
   - Jobs: Wide range of jobs including drivers, inventory specialists, receptionists, graphic designers, sales force, etc.
   - Note: You may wish to profile a specific employee who has worked at your business for a long period of time or who has a unique story. Many reporters like “human interest” stories.

3. **Beer distributors provide regulatory value and are involved in their communities, as seen in...**
   - Prime community locations (licensed retailers) where your deliveries go (stadiums, popular restaurants, etc.)
   - Ongoing efforts to promote responsible consumption, combat drunk driving and work to eliminate underage drinking
   - System of safeguards: Alcohol is different and we help keep it controlled within an orderly marketplace. When there is a product recall, we can trace impacted product and pull from shelves.