Message from the President and the Chairman:
Welcome to Las Vegas!

We are excited you are in Las Vegas for NBWA’s 80th Annual Convention and Trade Show!

We have a packed agenda. On Monday morning, Labor Secretary Alex Acosta will discuss the Administration’s priorities, including ensuring all Americans have access to good, safe jobs. We also will hear from Dana Perino, Fox News’ co-host of The Five and press secretary under President George W. Bush. She’ll give us an insider’s glimpse into action in Washington and on Capitol Hill as well as the political environment across the country. On Tuesday, we’ll be joined by famed sportscaster Brent Musburger, who’s had the best seat in the house for many of America’s top sporting events over the decades.

The two-day Trade Show will feature more than 500 labels of beer and 250 companies, exhibiting the latest and greatest products and services to take your business to the next level, and 22 education seminars taught by the industry’s leading experts.

Be sure to stay connected and share your experiences on social media using #NBWAVegas. Don’t forget to visit NBWA’s Social Media booths on the Trade Show Floor, and share your convention experiences on Facebook, Twitter and Instagram.

Cheers!

Paul Bertucci
Chairman of the Board

Craig Purser
President & CEO
It was a record-shattering year at NBWA’s Fifth Annual Next Generation Success in Leadership Conference! More than 200 Next Generation leaders – including 73 first-time attendees – were part of the event held in Boston, Mass., from Aug. 6-8. The NBWA Next Generation Group allows future leaders in independent beer distribution to meet their peers, learn more about the beer industry and get more involved with NBWA.

Next Generation Group Chairman Bud Dunn kicked off the conference and welcomed all attendees.

“"If you are interested in driving our industry’s issues, the future of your business and work on your own personal development, then you have come to the right place," Dunn said. "The energy in this room and the excitement of this group should give all of us promise for the future."

Dunn thanked this year’s sponsor partners: Fintech, Paragon Beverage Advisors, VIP and PDC.

The Next Generation Group heard from two keynote speakers this year: Curt Cronin, a former Navy SEAL, and Benj Steinman, president of Beer Marketer’s INSIGHTS and Senior Editor of Craft Brew News.

Cronin, who served 16 years as a Navy SEAL, was deployed 13 times and went on to lead the nation’s premier SEAL assault force.

Cronin encouraged the next gen leaders to build unbeatable teams to attempt the absurd and achieve the impossible.

Steinman provided a historical perspective on the beer industry and his
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And there was plenty of fun to be had and opportunities for networking. New Belgium Brewing hosted an evening extravaganza exclusively for the Next Generation Group where attendees sampled the brewer’s newest sour beers along with other small batch beers and chatted with Eric Salazar, New Belgium’s wood cellar manager.

For more information or to join the Next Generation Group, please contact NBWA Manager, Member Programs and Meetings Maggie Moreland at mmoreland@nbwa.org.
It’s never been easier to tell your story and to share it far and wide. Social media platforms such as Facebook, Twitter and Instagram, give distributors a quick and simple way to connect with employees, fellow distributors, local government leaders, members of Congress… and beer lovers across America.

At NBWA, we are using our social media platforms to share the good work distributors are doing in their communities, to promote how distributors are building brands in markets across the country and to highlight the 135,000 men and women who take pride in being a part of the beer distribution industry.

In building on NBWA’s social media platforms, NBWA was excited to launch @FollowYourBeer on Instagram this year. This handle goes behind the scenes of the beer distribution industry to show consumers how beer makes it from their favorite breweries to local stores, bars and restaurants.
features engaging content to grab the consumer’s eye, including photos and videos and complement NBWA’s posts on Facebook, Twitter and YouTube.

We are growing our social media engagement, but we need your help to continue spreading the word! Here are a couple of simple ways you can help:

First, submit an Employee Spotlight nomination. When an employee is featured, NBWA shares it via Facebook and Twitter, which you can then share or repost. Employee Spotlights receive more online interaction than any other posts – and that’s because people love to read about good people who love their jobs. Also, members of Congress enjoy learning about men and women in their home districts who are working hard and making a difference.

Second, tell NBWA about any Cicerones on your staff. This year, NBWA started a series called “Ask a Beer Expert,” which features distribution employees who are beer experts. In a short video – shot on a personal phone – they answer a simple question such as “When talking about beer, what is the IBU?” or “Do certain glasses really enhance the taste of your brew?” NBWA can provide topics and simple instructions – and we also can do the editing! Look for these on Instagram, Facebook and Twitter.

Also, this year NBWA launched a Cooking with Beer video series. Be sure to look for these one minute videos that demonstrate easy recipes that include beer as a key ingredient – recipes such as Witbier Seafood Risotto, Onion Ale Chip Dip and Hawaiian Stout Baby Back Ribs. They are just as good as they sound, and the videos are easy to share on your company’s social media platforms!

By sharing, liking and retweeting each other’s posts, we can build a stronger community and spread the word about the independent beer distribution industry. Be sure to follow us @NBWABeer on Facebook and Twitter and @FollowYourBeer on Instagram.
Q & A: Why You Should Bring Employees to NBWA’s Legislative Conference

NBWA’s Legislative Conference provides an opportunity for members of Congress to learn about the value that independent beer distributors deliver in their home districts. So who better to tell members about the industry than the hard-working men and women who make America’s beer distribution industry the best in the world?

David Farrell, president of Farrell Distributing in Burlington, Vt., took Guy Badeau, and Peter Heimark, president of Triangle Distributing Company in Santa Fe Springs, Calif., took Raul Reyes to recent NBWA Legislative Conferences. Badeau and Reyes were both first-time attendees at the conference, and Farrell and Heimark discuss the benefits of bringing employees to Washington, D.C.

[Farrell]

Q: What stands out from the experience [Guy] Badeau had with lawmakers?
A: I think it was great for Guy to see another side of what we do in our business. Not just the logistics side or the operations side, but to understand some of the advocacy work that the company has to do to share its story and represent the company to regulators or members of Congress.

Q: Do you think that the dynamic of the meetings was different with Guy there, and if so, why?
A: It changes the dynamic when lawmakers get to see some of the other jobs that are represented. I don’t think you go a day in the news not hearing about jobs and quality jobs. Anytime that we can represent that we are an employer ... a good employer with good wages and long term employees, I think the members of Congress’s ears and then attention perks up a little bit.

Q: Why do you think it’s important for employees to attend Legislative Conference?
A: I think it’s good anytime that we can enhance the skillset of our team members. More and more, this industry’s always been about personal engagement – whether it’s legislative or retailers or any of our good customers or people in the industry, engagement has always been important. Anytime we can bring them into an environment where that networking and that engagement gets stronger, I think it’s to the benefit of our business.

[Heimark]

Q: How do you get your employees interested in attending Legislative Conference?
A: When we first started out, we only had a couple of folks who were brave enough to do it. And I don’t think it was the coming to Washington, D.C., that was intimidating. I think it was the process employees had to go through to express interest in attending.

Q: So how did you make it easier for employees to participate?
A: We asked our employees to write a letter or note explaining why you’d like to go. We had almost 20 people who were wanting to come. It was really rewarding to see that response.

Q: What perspectives can employees share with lawmakers that might be different from an executive’s perspective?
A: We find our representatives really want to hear the stories from our frontline people, and that helps us tell the message about beer distributors and what we actually do in the market. Those guys want to talk to the drivers because that’s where the rubber meets the road. That’s really where we make a difference in our industry and in our communities. It’s really great to have them tell their stories first hand.

It’s never too early to start planning to take an employee to Washington, D.C., for NBWA’s 2018 Legislative Conference, which will be held April 22 – 25. Save the dates now!
Looking to Past Disruption to Prepare for Future Disruption

By: Craig Purser, NBWA President and CEO

Disruption. It defines everything from the political environment to how we consume news, how we ride to the airport, the way we shop... and yes, disruption defines the alcohol industry, too.

Disruption has been top of mind this year with headlines such as, “More Than Half of the Internet’s Sales Growth Now Comes From Amazon,” or “Amazon Now Worth Twice as Much as Wal-Mart” and “Amazon Opening Store That Will Eliminate Checkout — and Lines.” And the $460 billion online retailer made even more headlines with the purchase of Whole Foods.

As Amazon eliminates checkout lines, online sales and other technological advances are disrupting brick-and-mortar businesses. The reason is pretty simple: you don’t have to leave home to order a gallon of milk or a roll of toilet paper.

So, what happens as Amazon gets into the alcohol business? How would this impact independent alcohol retailers and beer distributors? Sure, it’s disruptive. But there will always be disruption. The real question is how will we manage the disruption? How will we prepare for change?

To prepare for disruption, we need some historical perspective. During the Legislative Conference, we looked at several examples including Kodak and Legos – two household names that had very different endings.

After Kodak was founded in 1888, it dominated film and camera sales for a century. In 1976, Kodak controlled 90 percent of film sales and 85 percent of camera sales. Although Kodak invented the digital camera, Kodak didn’t embrace the digital camera. In 2006, camera phones outsold regular cameras. And by 2012, Kodak filed for bankruptcy.

On the other hand, Lego, which started making wooden toys in 1932, embraced disruption and pivoted several times. In 1949, Lego swapped wooden toys for interlocking plastic blocks. A few decades later, the landscape was changed by new technology – such as television, electronic toys, the Internet and video games. Lego sales started slumping badly, and the company was facing bankruptcy. But then, the company asked some tough questions, made some difficult changes and got back to the basics, focusing on core products and values. By 2013, Legos had record revenue and profit and, two years later, it was named the most powerful brand in the world.

The alcohol industry also has experienced disruption. Many beer distributors remember when wine coolers were destined to destroy the beer industry. Then came flavored vodka that made suppliers, distributors and retailer take note. Retailers will remember when Wal-Mart opened the first supercenters. Sure, the industry changed, but beer distributors are still selling beer to independent retailers.

Now, technology is changing the way distributors warehouse and inventory beer. Technology is changing the way retailers run their businesses. And technology is changing how consumers purchase alcohol – from using mobile apps like Drizly to selecting their drink of choice on Amazon.

All of this change means distributors and retailers must make sure all companies in this space are operating in compliance with state alcohol laws.

And that’s already happening. Several state alcohol regulatory agencies have asked Amazon how the company will comply with laws regarding alcohol retail licenses, to ensure that the online retailer is not exempt from the requirements imposed on brick-and-mortar retailers. Because Amazon wants to be a licensed retailer selling alcohol to consumers, the company must have a physical presence in the state and be licensed only as a retailer selling to in-state consumers. All of these “disrupters” must ensure that alcohol is sold only to those over 21 and not delivered to anyone who is intoxicated. It’s by enforcing state laws – which work to level the playing field for all retailers – that all businesses, including independent retailers, can compete in the marketplace and continue to grow.

There’s no doubt that many brick-and-mortar businesses have faced disruption from new technologies and new ways of doing business. The alcohol industry is no different. However, what is different is that the 21st Amendment and effective state regulations create a level playing field – so that established businesses and new disruptors can all compete. That’s why NBWA and state beer distributor associations look forward to working with the American Beverage Licensees and its members to “lean in” to the future.

A version of this appeared in the June edition of ABL Insider.
Employee Spotlights: Showing Members of Congress the Value of Beer Distributor Employees

By: Laurie Knight
NBWA Executive Vice President, Government Affairs

America’s more than 3,000 independent beer distribution facilities employ 135,000 men and women in every congressional district. As an advocacy team, NBWA constantly strives to tell the stories of these hard-working men and women in ways that will stand out to members of Congress.

NBWA’s Employee Spotlight Program has been an effective method to tell these stories. Instituted in 2015, the Employee Spotlight Program recognizes exemplary employees who represent the face of the American beer industry in their communities. After NBWA’s Public Affairs team publishes the spotlight and features the employee on social media accounts, NBWA’s Federal Affairs team shares the feature with the appropriate member of Congress. The spotlight highlights the employee’s first job at the company, as well as his or her current position to show growth over the years. A quote from management is included to illustrate what these standout employees do to improve the business.

The program has been a great success with members of Congress. Many legislators have written congratulatory letters or tweeted a shout out. One member of Congress even submitted a statement to the Congressional Record. These spotlights allow NBWA to show off the work that beer distributors do not only in their businesses, but in their communities.

Sharing the story of an employee that has worked in the business for 10, 15, 20 years and more showcases the beer distribution industry as a great place to work. With job creation of key importance, members of Congress see our industry as imperative to their districts. The employee spotlight truly shines a light on the wonderful men and women working in this industry today. If you have an employee to nominate, please let NBWA’s Amanda DeBard know, adebard@nbwa.org.
Recognizing Dan Hayes On Receiving
The National Beer Wholesalers Association
Employee Spotlight

HON. DARIN LaHOOD
OF ILLINOIS
IN THE HOUSE OF REPRESENTATIVES
Monday, December 12, 2016

Mr. LaHOOD. Mr. Speaker, I would like to honor Dan Hayes, of Brewers Distributing Company, in Peoria, for receiving the National Beer Wholesalers Association Employee Spotlight. Dan joined the Brewers Distributing Company in 2002 as a warehouse relief driver. Since then, he has become the Director of Operations and a company-wide leader, implementing new and innovative ideas to further advance and grow the company’s success. He is responsible for developing the Brewers Distributing Company’s employee engagement group, known as Brewers In Motion, and employer relations. Dan is also a member of the Brewers Distributing Company’s Strategic Planning Committee, where he has been instrumental in working to develop strategies to ensure the company’s continued success in the future.

His leadership is worthy of recognition, and he is most deserving of the National Beer Wholesalers Association Employee Spotlight. Our community has greatly benefitted from his fourteen years of service to the Peoria region. In Illinois alone, beer distributors provide $7.6 million dollars in economic development and a combined total of $3 billion in total economic impact. It is through the hard work and leadership of exceptional employees and individuals, like Dan, that the beer industry continues to flourish and contribute to our community.

I commend Dan on his service and hard work that has led him to receive the National Beer Wholesalers Association Employee Spotlight. I want to thank Dan Hayes for his service to Central Illinois, and congratulate him on this most deserved recognition.
Some believe the beer industry has lost a generation of drinkers over the past few years—I do not agree. Our industry faces many challenges, but the idea that we have lost a generation of drinkers fails to recognize that we have not even begun to “win” over new consumers. In the most competitive marketplace the industry has ever faced, how do we say we lost the battle before the battle has really begun?

The current declines in per capita beer consumption is a direct result of changing demographics, more liberal alcohol policies, labor market forces and direct competition from thousands of new choices for liquid refreshment—variables that are beyond the industry’s direct control. From a demographic viewpoint, the new legal drinking age (LDA) consumers may have all turned 21 and are rapidly adapting to life as legal drinking age adults. But among all the competing products, have these new consumers really had enough time to sample and develop any kind of real segment or even brand loyalty?

**More Industry Players than Ever**

Consider what new consumers are up against: According to permit count data from the U.S. Tax and Trade Bureau, the number of alcohol beverage manufacturers in the United States has more than doubled in the past seven years. These manufacturers include all beer, wine and spirits permitting. Moreover, each one of these domestic manufactures offer several styles or brands. In addition, there are thousands of beverage importers from around the world adding an even greater degree of fragmentation for consumers. At the same time, the population is only growing 0.8 percent per year. How long does it really take for a consumer to sample so much choice and variety? How long will it take for them to find and settle on a trusted brand? The cohort of new LDA consumers are just now starting to pursue real careers, earn real wages and form households. Each new LDA consumer is facing an ever-increasing array of choices. We must consider what lies ahead for the beer industry and seize every opportunity to attract and maintain brand loyal consumers.

When we look back to the analytics and insights we used just a few years ago, the question of how we track and measure the industry is as challenging
as attracting and retaining consumers. Data from Nielsen, TDLinx™ Account Tracker shows the total number of retail accounts has grown from 550,000 in 2010 to more than 640,000 in 2017. Furthermore, roughly two-thirds of these accounts are classified as independent retailers and are much more difficult to track. These new retailers do not necessarily include the thousands of new and independent brewers, vintners and distillers who have developed their own premise channels that primarily rely on direct-to-consumer sales. Following a similar trend for manufacturers, the increase in retail outlets far outpaces the growth of population and new LDA consumers.

**More Industry Players Do Not Create More Demand**

While the growth of new manufacturers and new retailers outpaces the growth of the population, the relative amount of alcohol the country consumes remains flat. Since 2010, the total amount of ethanol U.S. consumers drink per capita has remained around 2.5 gallons per person. More suppliers and retail outlets do not translate into higher levels of consumption. Each year, as population grows by about 1 percent, the total amount of ethanol sold tracks the population growth closely, with only a slight impact from economic growth. When we place fixed per capita consumption in perspective with many more industry players, the challenges to tracking consumption become significantly more difficult, relative to a few years ago. The need for the beer industry to cooperate more closely, more effectively and more efficiently is more important than ever.

**Alcohol Is Not an Economic Development Tool**

The industry now has more suppliers and retailers than ever before. But there is also a persistent theme in economic development discussions these days that alcohol beverages can and will add to state coffers through increased tax collections. This is simply not the case. Recognizing a fixed amount of alcohol consumption at 2.5 gallons per person means there is actually very little room to grow state revenues through alcohol. This reality is validated by looking at state alcohol and license collections reported by the U.S. Census Bureau’s Census of State Revenues. The data presented in the chart show real (inflation adjusted) state sales and license tax collections from all alcohol beverages from 2010 to 2016. These data show, on a per capita basis, the amount of sales tax and license collections from around the country have not increased with more suppliers and/or retailers. (Note: We did not use federal and/or state excise tax collections in this example because a significant shift in volumes over time to small suppliers significantly drives down the real value.)

A lot has changed since the end of the Great Recession. Over the past seven years, a new generation of LDA consumers has emerged and they are overwhelmed with choice and variety. They are unbranded and uncontrolled and open for both new and established brands to win them over. Thanks to unique and efficient independent, three-tier marketplaces, suppliers, distributors and retailers have a chance to succeed. The battle, really, has just begun.
NBWA Honors Brewer Partners

NBWA, which represents America's 3,000 independent beer distributors across the country, will present the Brewer Partner of the Year Award during this year's convention. Now in its third year, Brewer Partner of the Year recognizes a brewer for building strong partnerships, providing valuable education and growing their brands through supportive partnerships with beer distributors. NBWA also will present the Brewer Partner Sales Execution Award and the Brewer Partner Marketing Innovation Award. Here is a look at this year's honorees.

**Bell’s Brewery – Comstock, Mich.**

Founded in 1983 by Larry Bell, Bell’s Brewery started as a home brewing supply shop and became a commercial brewery by 1985. Beer was first brewed in a 15-gallon soup kettle, and by 1985, Bell’s was producing 135 barrels a year. Bell’s has remained an independent, family business since its inception and now produces more than 370,000 barrels a year.

Bell’s partnered with its first distributor in 1989 to help it establish itself and grow its reach across Michigan. Since then, it has partnered with more than 100 distributors to sell craft beer across a 29-state area, as well as Puerto Rico and Washington, D.C.

Shawn Gary, president of Alliance Beverage Distributing, said of Bell’s, “We have watched this company methodically grow into our number one supplier based on their ‘go to’ market structure, brewery culture, overall industry support, and most importantly, quality of their products.”

**Catawba Brewing Company – Morganton, N.C.**

Catawba Brewing Co. first partnered with distributors five years ago. Since then, it has grown 17 times larger through 20-plus distributor relationships across five states.

During that time, Catawba has work closely with distributors and consumers to enhance its brand in the market. Recently, distributor representatives, retailers and Catawba consumers designed and implemented the new CLT-IPA. Everyone collaborated on the beer’s attributes, label and recipe tweaks until the final product was unveiled at a multi-stop pub crawl.

“We know to our core that wholesalers make possible what we do. We treat them as true customers, and we work together to solve problems and capitalize on opportunities before us,” said Billy Pyatt, owner of Catawba Brewing Co.

**Titletown Brewing Company – Green Bay, Wis.**

Titletown Brewing Company recently changed to a brewery with statewide capabilities after 20 years as an 1,800 barrel-per-year brewpub. Since making the conversion two and one-half years ago, it now produces 7,500 barrels per year.

Titletown focused on growing its brand in local markets through sponsorships of local farmers’ markers, festivals and tap takeovers. The company is now targeting other markets throughout Wisconsin as its capacity expands. Through partnerships with distributors, Titletown’s product is featured as the beer of the month at a major Wisconsin chain during this year’s football season.
Beer Bloggers Convene in Milwaukee for Writers Conference

NBWA proudly sponsored the 2017 Beer Bloggers and Writers Conference, which took place Aug. 4–6 in Milwaukee, Wis.

More than 130 bloggers, beer writers and industry members gathered at Best Place at the Historic Pabst Brewery to meet, mingle and learn about the beer industry over a beer or two.

NBWA staff attended the conference to interact with attendees and discuss the role independent distributors play in delivering our favorite beers to store shelves and bar taps across the country.

NBWA Chief Economist Lester Jones hosted the panel, “What’s Next for the Beer Industry?”, which featured Wisconsin beer distributors Mike Frank of Frank Beverage Group and Justin Wellington of Beechwood Sales and Service.

What will bloggers be writing about in 2020? What about 10 years from now?

Jones predicted the future of the beer market by taking a high-level look at industry data that shows where the U.S. beer industry has been, where it is now and where it may be headed.

“Independence is important,” Jones said. “The United States has the best beer market in the world, and that’s because of the regulatory system we have.”

Jones explained how demographics and consumption trends drive the business decisions that determine which beers make it to local store shelves and bar taps.

“For businesses, it’s no longer a competition for a drink. It’s competition for the consumer’s time,” Jones said.

Frank and Wellington each shared their unique perspectives on ways they are selling beer in new channels and finding new opportunities in a competitive market.

Jones encouraged beer writers to take advantage of all the data at their disposal to help tell great stories about the people in the beer industry that are making a meaningful impact.

NBWA is looking forward to being a part of the 2018 Beer Bloggers Conference, coming up Aug. 10-11 in Loudoun County, Va.
Center for Alcohol Policy Hosts 10th Annual Alcohol Law and Policy Conference

The Center for Alcohol Policy hosted its 10th Annual Alcohol Law and Policy Conference Sept. 6-8 in Chicago, Ill. The conference was attended by a record-setting crowd with representation from 34 states and Washington, D.C. federal, state and local offices. This annual event brings together a wide range of experts in the field of alcohol law – including attorneys, current and former alcohol regulators, academic thought leaders, public health advocates and other experts – to discuss current alcohol laws and challenges.

President of the National Association of Attorneys General and Kansas Attorney General Derek Schmidt delivered a keynote address on the role state attorneys general play in policy debates about alcohol and the state’s role under the 21st Amendment. Attorney General Schmidt reflected on his past experiences as a Kansas state senator and his continuing efforts to fight underage drinking.

A panel of industry experts examined the business and state regulatory issues in light of the changing alcohol retail market. Panelists discussed the impact of Amazon’s purchase of Whole Foods, along with how Drizly and other modern businesses have utilized new platforms to facilitate alcohol sales for consumers. The panel also looked at how changes to traditional alcohol retail models are impacting the alcohol industry and the regulations that cover it.

In addition to the educational sessions, pollster Lori Weigel presented an analysis of the Center’s 2017 national survey results on the public opinion of alcohol regulation. According to the poll, four-in-five Americans support individual states’ ability to regulate alcohol.

The poll results also show that 93 percent of respondents believes drunk driving problems remain an extremely or very serious problem, a number surpassing concerns about opioid abuse. Binge drinking and underage drinking are seen as extremely to very serious problems, at 78 and 73 percent, respectively. Additionally, Americans overwhelmingly believe that public health and safety issues should be the priority of their local policymakers when crafting alcohol regulations.

During the conference, the Center announced Kathie Durbin, chief of licensure, regulation and education at the Montgomery County, Maryland, Department of Liquor Control, as the recipient of the Fifth Annual Leadership in Alcohol Regulation Award. The award recognizes the work of alcohol regulators who oversee the alcohol industry and promote public safety.

Jerry Oliver, a member of the Center’s Advisory Council and former Arizona alcohol regulator, said, “What stood out for me is Kathie’s tireless energy and enthusiasm to oversee such a densely populated and diverse jurisdiction. Montgomery County is incredibly demographically diverse with more than 140 languages spoken.

Durbin oversees many educational resources that not only protect public safety, but also improve the business environment in the county.

Other highlights of the conference included Dr. Joseph Kolly’s presentation on impaired driving trends as Chief Safety Scientist of the National Highway Traffic Safety Administration; Indiana Solicitor General Thomas Fischer’s insights on the trends in alcohol policy court challenges that he’s seen in his state; and a session focusing on new challenges to tied-house laws under the First Amendment, which featured Michael Brill Newman, one of leading attorneys in the Retail Digital Network case in the Ninth Circuit.
America’s Beer Industry Is a Great Success Story and Very Bright Spot in our Economy

America’s independent beer distribution industry has a great story to tell. Independent beer distributors support 135,000 local jobs across the United States — a 24 percent increase in the last decade. These distributors work hard every day to strengthen the local, state and national economies.

Data compiled by NBWA in May shows that independent beer distributors pay $9 billion in wages and benefits annually, and contribute nearly $24 billion in annual economic output.

The beer industry as a whole — made up of brewers, beer importers, beer distributors and beer retailers — supports 2.23 million jobs, generates nearly $350 billion in economic activity and produces $63 billion in tax revenue.

You can find beer distributor employees in every town across this country — big and small, urban and rural. From the sales people working with 600,000 licensed retailers, to the truck drivers wheeling cold beer into the corner store, to the leading-edge, technology-driven print and marketing shops, to the thousands of employees working behind the scenes in warehouses, beer distribution workers help make the U.S. beer market the best beer market in the world.

Independent distributors also make it possible to enjoy beer from 5,000 breweries operating across the United States today. The domestic and foreign choices available to us, and at a price we can afford, is a testament to the importance of independent distribution.
Download the NBWA Convention App!

iPhone and Android:
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Web-Enabled Devices:
m.core-apps.com/nbwa2017

Or scan the QR code in the image!

#NBWAVEGAS