Message from the Chairman and the President:

Welcome to the 72nd Annual Convention & Trade Show

What a year it has been for America’s beer distributors! This past year has brought many changes, challenges and opportunities to the beer distribution industry. Since we met in San Francisco a year ago, we have witnessed huge political turnover in Congress, a troubled economy, continued beer industry change and litigation threatening state-based alcohol regulation and the three-tier system. That is why it is important that you are here in Las Vegas to engage in face-to-face discussions with your elected leaders and other independent beer distributors.

Despite all the change and challenge, America’s 2,850 licensed, independent beer distributors have a great story to tell. Our industry is rooted in local communities across the country – providing quality jobs to 95,000 hardworking men and women. There are nearly 13,000 labels of beer available to American consumers of legal drinking age because of the level playing field the three-tier system and beer distributors provide to brewers of all types and sizes – including the 1,525 American brewers as well as hundreds of international brewers. In fact, NBWA and the Brewers Association received a record number of nominations for the 2009 Craft Beer Distributor of the Year Award. This highlights distributors’ commitment to getting new and innovative products to store shelves and bar taps. And, unlike consumers in other countries, American consumers don’t have to worry about the safety of their beer because of the transparency and accountability provided by distributors and the American beer distribution system.

Let’s use our time together in Las Vegas – at our new Caesar’s Palace location – to work together to determine the best ways to advocate for effective state-based alcohol regulation, preserve quality jobs and highlight the great variety of beer available to American consumers.

Cheers and Welcome to Las Vegas!

Phillip A. Terry
2008-2009 Chairman

Craig A. Purser
President & CEO
Add NBWA’s Daily Brew to Your Company’s Web Site

The NBWA Daily Brew is the beer distribution industry’s most comprehensive resource for the news of the day on the topics most important to the beer distribution business – the beer industry; legislation and politics; the economy; the latest news from Washington; studies; trends; beer distributor profiles and more! You’ll also get the latest from NBWA through the Beer Route section of the Daily Brew. NBWA members can now easily share this informative resource with employees, community partners and many others via your Web site or blog – and NBWA will do the updates for you!

All you have to do is install a code on your Web site ONE TIME. Each day, when NBWA updates the Daily Brew, the updates will automatically feed to the box on your homepage. E-mail info@nbwa.org to obtain the simple code your information technology associate or Web manager can embed in your homepage. And be sure to subscribe to the Daily Brew at www.nbwa.org to receive it in your inbox every day.

The Beer Route

The Beer Route, which is included in the Daily Brew, includes articles that showcase beer distributors’ contributions to their communities, up-to-date editorial comment on top-of mind beer industry issues and NBWA initiatives and programs. Through the Associate Member Viewpoints Program, associate members are encouraged to submit informative and educational articles to help beer distributors grow their businesses.

Message from Convention Chairman John Grizzaffi: Welcome to Caesars Palace and a Winning Convention Line Up!

In all of my years coming to NBWA’s Annual Convention and Trade Show, I cannot remember a year when I was more excited to attend than this year! NBWA has been hard at work and is thrilled to bring you a dynamic program at this year’s Convention packed with an all-star line-up of General Session speakers including Baseball Hall of Famer Johnny Bench and business author Jason Jennings. Also, there are so many insightful education seminars that I’m going to have a hard time picking which of the 24 seminars I’ll be attending. And of course you’ll want to make sure to allow plenty of time to explore the TWO-STORY Trade Show Floor with over 250 exhibitors, a craft beer pavilion and hundreds of innovative products and services to assist you in your business.

Additionally, many new resources will be unveiled during the Convention to assist you as you tell the beer distributor story to legislators, regulators, media and others including:

• studies about the importance of maintaining a strong alcohol regulatory structure to protect the public’s health and help states to continue to efficiently collect alcohol taxes;
• new promotional brochures highlighting efforts of distributors across the country to keep their communities safe and sustainable;
• new and improved Web sites with user-friendly interactive components including NBWA’s online buyers guide, the Go-To-Guide for Beer Distributors.

You will want to stop by the NBWA Membership Booth to learn about all of this and so much more. As if all of that isn’t enough, I’m sure you will want to explore Caesars Palace, which has been renovated recently. Thank you for taking the time away from your businesses, your employees and your families to be a part of the beer industry’s largest annual event!

John A. Grizzaffi 2009 Convention Chairman

Capitol Chat with NBWA EVP & Chief Advocacy Officer Mike Johnson: What’s In Store for the 111th Congress this Fall?

As I write this column, I am sitting at my desk at NBWA, the top of which I can finally see again. I have been able to purge, organize and purge some more because everything slows down a little bit as the Washington enters the dog days of our summer and members of Congress return to their districts to hear from their constituents (and boy, have they heard it this year).

By the time you read this column, we will be gathered in Las Vegas for the 72nd Annual NBWA Convention & Trade Show, and Congress will be back in Washington fully engaged in their fall finish. The first session of this 111th Congress will come to a close sometime around the end of the calendar year. That means that there are only about another 10-12 weeks. This Congress, which began ambitiously and worked aggressively to move stimulus bills, save Wall Street, rescue banks and bail out automakers has become bogged down in healthcare reform. It has a lot left on its “to do” list. This fall, Congress will wrestle with wrapping up work on some major pieces of legislation before year’s end.

I would really like to provide a detailed analysis of a healthcare reform bill that is likely to pass and tell you in unequivocal terms how it is going to impact you and your business. However, I cannot and neither can your member of Congress, your senator or the President of the United States. There is more misinformation out there right now than factual information. Those who have a financial interest in stopping reform and those who have a political interest in damaging the reputations of elected officials have done a good job making the legislation Congress is debating into something that it is not. They have been successful because those advocating for healthcare care reform have done a terrible job of agreeing on what it is and explaining it.

The bottom line is that the House leadership will eventually pass a bill. The vote will be largely along party lines, as all votes in the House are. The Senate will then perform its traditional role as the great filter, determine what policy can garner the magic 60 votes known as cloture to cut off debate and move to final passage.

As of today, my best guess is that Congress will pass a very modest healthcare reform bill by comparison to what has been discussed, which will expand the availability of coverage by some percentage. This will be done through some combination of employer mandates and tax credits for those not covered by an employer’s plan. The tax credits will provide individuals with an opportunity to purchase affordable coverage in a marketplace in which premium costs are kept low through competition with regional, non-profit, tax-exempt insurance cooperatives (in lieu of a public option). In the end, the President will have a “healthcare bill” to sign, and Congress will move on to the next item on their list.

Some of the other agenda items that still need to be addressed this year include energy, transportation, estate tax and federal government funding – all big-ticket items that are very contentious. It seems most likely that Congress will try to move some form of energy legislation, possibly coupled with some transportation initiatives, and package it as a “jobs bill” given the alarming unemployment numbers. Add to that some “extender” package to deal with expiring tax provisions, the estate tax and government funding. It will be a fast and furious twelve weeks for the 111th Congress.

As always, NBWA will remain focused on your best interests. We will continue to oppose bad policy and seek to take advantage of opportunities to advance our agenda in support of state-based alcohol regulation. I look forward to visiting with you here in Las Vegas during NBWA’s Annual Convention & Trade Show and hope that you will ask me any questions you have about what is going on in Washington or what NBWA is doing about it.

Cheers! Mike Johnson NBWA EVP & Chief Advocacy Officer

Are You Receiving Critical Distributor Updates from NBWA?

With so many key issues at stake, it is imperative for NBWA to have an open line of communication with all distributor members. If you have not been receiving critical distributor information via e-mail, then NBWA needs your updated contact information!

E-mail NBWA’s Public Affairs team right now at info@nbwa.org and make sure your contact information is up-to-date in NBWA’s system.
**NBWA is Spreading the News about the Importance of State-Based Alcohol Regulation… Because Alcohol is Different**

This summer and throughout the year, NBWA’s elected leaders and staff have been on the road participating in meetings of regulators, legislators, governors, attorneys general, law enforcement officials and others to educate these key groups about the importance of state-based alcohol regulation and the role of America’s beer distributors. Take a look at how NBWA’s leaders and staff are advocating for strong state regulation, because alcohol is different.

**NBWA 2008-2009 Chairman Phil Terry:**

“Because of the recent Fourth Circuit Court of Appeals ruling in TWFFS v. Pannlet and the Costo decision in the Ninth Circuit, two circuit courts are in conflict, giving the Supreme Court a classic reason to take up these case,” NBWA Chairman Phil Terry told the Kentucky Malt Beverage Council Annual Conference July 22. “It’s more important now than ever for us as distributors to reinforce the value of the 21st Amendment and the three-tier system that has protected American consumers for more than 75 years.”

**NBWA President Craig Purser:**

“The time-tested system of state alcohol controls is an effective system that ensures alcohol, a unique product, is manufactured, distributed and sold safely and responsibly,” NBWA President Craig Purser told the National Conference of State Liquor Administrators at the group’s annual conference in June. “This is in sharp contrast to the regulatory failures of the financial sector and food safety systems in the U.S. In both of these situations, effective regulations was not in place or the regulators did not do their jobs. The need for state regulators to really regulate is greater now than ever before.”

**NBWA Senior Vice President & General Counsel Paul Pisano:**

“Regulation is top of the agenda this year because of the challenging economy and the regulatory failures the U.S. has experienced over the past year both in the financial sector and in the country’s food safety system,” NBWA Senior Vice President & General Counsel Paul Pisano told state legislators at the National Conference of State Legislatures Annual Legislative Summit in July in Philadelphia, Pennsylvania. “The American beer distribution system and state-based alcohol regulation has worked well for more than 75 years. This is a great regulatory success story to tell as state legislators gather to discuss issues facing their states.”

Many independent beer distributors opened their doors after the 21st Amendment was ratified in 1933, repealing national Prohibition and establishing today’s effective system of state-based alcohol regulation. More than 75 years later, in 2009, many of those businesses are still employing hardworking men and women in communities across the country. Other distributors are marking milestones in 2009. Here are just a few of America’s beer distributors celebrating milestone anniversaries this year:

- **Markstein Beverage Company** is celebrating 90 years in the beer business. Albert Markstein started the company in 1919 with a horse and wagon delivering the local brew “Golden Glow Lager.” During Prohibition, the company sold “near-beer” and soda. Today, Markstein Beverage Company is run by the third and fourth generations and operates in two locations – Sacramento and San Marcos, California – which employ 350 people.

- **Kramer Beverage** in Hammonton, New Jersey, began during Prohibition in 1924 as a soft drink bottler. When Prohibition ended, beer joined the Kramer portfolio. As the company celebrates 85 years in business, Kramer’s new Specialty Products Division strives to bring new craft beers to licensed retailers. “We want all our retailers to view us as their main beer authority and profit from our knowledge and variety of brands in every category,” said Charles Kramer, Chairman of Kramer Beverage.

- **Atlas Distributing** in Auburn, Massachusetts, was founded in 1933 and today provides 130 jobs. Atlas distributes national, imported and craft beers to the 1.2 million people of central Massachusetts.

- **Guiffre Distributing** in Alexandria, Virginia, started in 1934 with a loan of $500, one vehicle and one employee – Tony Guiffre. Today Guiffre is in its fourth generation of family ownership and distributes 180 labels of beer. The 107 employees help deliver 3.2 million cases of beer annually. The company has received numerous honors including the George Washington Leadership Medal from the Alexandria Chamber of Commerce, two beautification awards from the City of Alexandria and recognition from the Alexandria Sportsmen’s Club and the Alexandria Olympic Boy’s Club.

- **H. Cox & Sons** located in Traverse City, Michigan, celebrated its 75th anniversary in 2008. Despite many local businesses cutting jobs, H. Cox and Sons has worked to protect the jobs of its 65 local employees by focusing on maximizing efficiency.

- **Blue Ridge Beverage** in Salem, Virginia, began in 1938, and the Archer family has led the company since 1959. Blue Ridge started with just ten employees and five brands. Today, the distributorship employs 350 individuals and services a 49-county territory with 120 brands of beer. Blue Ridge distributes more than 6.4 million cases of beer annually.

- **Hedinger Beverage** in Jasper, Indiana, started 50 years ago delivering Pepsi Cola and just two beer brands. Through the perseverance of three generations of the Hedinger family and the company’s local employees, Hedinger Beverage has grown into a top-notch distribution center that employs 37 men and women and services 15 counties in Southern Indiana and two in Kentucky with nearly 50 beer brands.

Is your distributorship celebrating a landmark anniversary? If so, let NBWA hear from you! E-mail info@nbwa.org to have your company’s history included in the Beer Route.
Alternative Energy is Powering Beer Trucks & Warehouses

Beer distributors are working to keep communities across the country healthy and “green.” Take a look:

**Powders Distributing** in Lake Orion, Michigan, began to convert its fleet of 50 delivery trucks to hybrid technology in 2008 and recently ordered 15 more hybrid trucks. This is the largest order to date of hybrid tractors in the beverage industry. Powers’ hybrid trucks reduce fuel consumption by 20-percent on the 15 routes for which they are used, reduce hydrocarbons by 33-percent and result in total fuel savings of 12,000 gallons of diesel annually. Established in 1939, Powers employs more than 200 hardworking men and women and distributes more than five million cases of beverages – covering 700,000 miles annually – in south-east Michigan.

**Manhattan Beer Distributors** in Bronx, New York, has reduced its diesel consumption with a unique fuel alternative, compressed natural gas (CNG). Since 2002, Manhattan has been converting its fleet of heavy-duty delivery trucks. At the end of 2008, 45 trucks had been converted, a move that is expected to save over 950,000 gallons of diesel fuel and cut over 30 tons of pollutants during the lifespan of the trucks. The project also included the installation of CNG filling stations at three of Manhattan’s five distribution facilities, which employ 1,400 people in the New York City metropolitan area.

Through an innovative program, Wil Fischer Distributing, a Springfield, Missouri, beer distributor that employs 75 individuals, converts used cooking oil and grease into fuel. The program is a win-win for the distributor, the environment and for licensed retailers like bars, restaurants, convenience stores and grocery stores. While delivering products to accounts that fry food, Wil Fischer collects used cooking grease and oil. At its warehouse, Wil Fischer filters the used grease into fuel for its fleet of delivery trucks. This use of alternative fuels, in addition to Wil Fischer’s fleet of propane-fueled sales vehicles, not only provides cost savings but also helps the company conserve thousands of gallons of fuel each year and reduces the company’s fuel dependency.

**Bay Area Beverage Company** in Richmond, California, invested in a solar panel roof for its 270,000 square-foot warehouse, which employs 200 men and women. Bay Area Beverage now produces more power than it uses resulting in a huge conservation of energy and reduced costs.

Point Pleasant Distributors in Allenwood, New Jersey, also gets the energy to power its warehouse from the sun. The distributorship, which employs 93 people and distributes 85 brands, has recently completed installation of a 102.9-kilowatt solar electric system on its roof that runs the large refrigeration units. The system spares the air nearly 170 tons of greenhouse gases annually and produces enough electricity to run 12 average homes.

Is Your Company Featured on NBWA’s New “Distributor Responsibility” Web Site?

Does your distributorship sponsor responsibility programs – like safe rides home, programs with law enforcement officials, speakers about the consequences of underage drinking and others – or environmentally-friendly initiatives – like alternative fuels or clean energy sources? If so, NBWA wants to help you highlight your efforts! You can submit details of your successful programs in seconds at www.DistributorResponsibility.com, NBWA’s newest online resource for beer distributors.

Your stories will become part of the interactive Web site that will help to educate legislators, regulators, community leaders, media and the public about the important role of beer distributors. Make sure that when someone clicks on your state on the interactive map that they see your company as one of the faces of the American beer distribution industry! Visit www.DistributorResponsibility.com today and upload your company’s initiatives using the simple online form.

Record Number of Nominations Received for 2009 Craft Beer Distributor of the Year Award

Craft beer has generated an unprecedented level of excitement and exploration in the wide variety of flavors beer has to offer. Beer distributors take great pride in serving as the vehicle to market for these innovative brands and in providing choice and variety to consumers. So much pride, in fact, that more distributors than ever were nominated for the Third Annual Craft Beer Distributor of the Year Award, sponsored by NBWA and the Brewers Association.

Congratulations to the following finalists who were nominated by fellow distributors, brewers and licensed retail partners for going above-and-beyond to market, promote and sell craft beer:

- **Alliance Beverage Distributing Co., LLC** – Phoenix, Arizona
- **Birmingham Beverage Co., Inc** – Birmingham, Alabama
- **Chicago Beverage Systems, LLC** – Chicago, Illinois
- **DBI Beverage San Francisco** – San Francisco, California
- **Gretz Beer Co.** – Norristown, Pennsylvania
- **J.J. Taylor Distributing Florida, Inc** – Jupiter, Florida
- **L. Knife & Son, Inc.** – Kingston, Massachusetts
- **Muller, Inc.** – Philadelphia, Pennsylvania
- **National Distributing Company of New Mexico** – Albuquerque, New Mexico
- **Oak Beverage, Inc** – Blauvelt, New York
- **Origlio Beverage** – Philadelphia, Pennsylvania
- **Powders Distributing Co., Inc.** – Lake Orion, Michigan
- **Premier-Midwest Beverage Company** – Omaha, Nebraska
- **Premium Distributors Washington, D.C. LLC** – Washington, D.C.
- **Shore Point Distributing Co., Inc** – Adelphia, New Jersey

The 2009 Craft Beer Distributor of the Year Award as well as the Craft Beer Distributor Achievement Award and the Craft Beer Distributor Recognition Award will be presented at the Great American Beer Fest, held just days after NBWA’s Annual Convention & Trade Show – in Denver, Colorado.

Congratulations to all of this year’s Craft Beer Distributor of the Year Award finalists!

America’s Beer Distributors Applaud Craft Beer’s Entrepreneurial Spirit U.S. Has Most Number of Brewers in 100 Years

NBWA commends America’s craft brewers for their entrepreneurial and creative spirit which adds excitement to the American beer industry. The U.S. now has 1,525 registered breweries – more breweries than any other country in the world – according to a report issued by the Brewers Association.

“It’s amazing to think that the United States has more than 1,500 breweries today, when there were just a few dozen breweries in the 1970’s,” said Craig Purser, NBWA president. “America’s craft beer distributors are proud to be part of a system that offers the widest selection of beer anywhere in the world – nearly 13,000 brands of beer – to consumers from coast to coast.”

Distributors source labels from brewers of all kinds – large and small, domestic and international – unlocking the market for new beer brands, small breweries and innovative beverages. Beer distributors help craft brewers grow and compete by providing the infrastructure small brewers need to reach a wide network of retailers through a regulated system.

Be sure to visit the craft beer pavilion at the 72nd Annual NBWA Convention & Trade Show!
NBWA President Craig Purser was recently recognized as a “Top CEO” among U.S. associations by association industry publication CEO Update. The only executive selected from the alcohol beverage industry for this distinction, Purser was selected for legislative success; leadership; raising the association’s profile; consensus building; and membership excellence. Purser is among impressive company receiving this honor including former members of Congress, political operatives and long-time leaders of successful associations.

CEO Update credited Purser with having a personable style and excellent relationships with America’s 2,850 licensed, independent beer distributors. The publication detailed Purser’s efforts saying, “this energetic leader has engaged former adversaries, like Mothers Against Drunk Driving, to find consensus.” In addition to receiving recognition for his ability to build consensus among groups with varying perspectives, Purser was named as an outstanding association leader for the key role he has played in advocating on behalf of the state-based system of alcohol regulation. “Named CEO in 2005, he’s been fending off efforts by big-box retailers to skirt alcohol sales rules,” the article continued.

NBWA Vice President, Public Affairs Rebecca Spicer also recently received national recognition for her outstanding talent in the field of communications and career success when she was named as one of PR Week’s ‘40 Under 40.’ The list recognizes public relations professionals who have made tremendous achievements in the industry before the age of 40. Recognized for her diverse professional background, advocacy abilities and volunteerism, she joined other rising PR leaders in receiving this prestigious designation.

Since joining NBWA, Spicer has raised the Association’s visibility, streamlined the communications process, educated distributor members about strategic media relations as they relate to the Association’s advocacy efforts and increased story-telling about America’s beer distributors’ contributions in communities across the country. She has been instrumental in getting reporters inside distributors’ warehouses to see the vast variety of beers that distributors get to market and to meet some of the 95,000 men and women employed in the beer distribution industry. She has taken the face of America’s beer distributors to places such as the giant television screens in New York’s Times Square, the monitors of Nationals Park during the annual Congressional baseball game and the halls of Washington Reagan National Airport – among other print and video opportunities in the press.

Visit NBWA’s New Online Alcohol Law Forum

NBWA has launched www.AlcoholLawReview.com, an innovative discussion board which allows users to quickly and easily gather information about many of the most pertinent developments in alcohol regulation and litigation.

“Alcohol is a subject of great legal debate, from local courthouses around the country all the way to the U.S. Supreme Court,” said Paul Pisano, NBWA Senior Vice President and General Counsel, who also moderates the online forum. “The Web site facilitates dialogue about current alcohol law cases, legal challenges and issues around the country. AlcoholLawReview.com is a place for all those interested in state-based alcohol regulation, which facilitates an orderly marketplace and works to ensure consumer safety, to come together to gain insight and discuss the best responses to legal challenges to the regulation set forth by the 21st Amendment.”

The site includes alcohol law news updates and links to important legal developments.

Visit this new resource at www.AlcoholLawReview.com and sign up to receive notifications when new content is posted.
Learn About NBWA’s Member Services!
Visit the Membership Booth at the Convention & Trade Show to Learn More

Are you missing out on services and products that can help grow your distribution business, compare your company’s productivity to others in the industry and save money on fuel and insurance? Take a look at services NBWA is providing to help distributor members:

NBWA’s Go-to-Guide for Beer Distributors
NBWA is excited to announce a new online feature housed right on NBWA’s homepage at www.nbwa.org! The Go-to-Guide for Beer Distributors enables distributors to easily search for products and services. Users have the option of performing keyword-driven searches or searching by category. Another helpful feature is the Request for Information (RFI) functionality. This feature allows users to contact participating suppliers with a click of a mouse. Stop by the Membership Booth and give the Go-to-Guide for Beer Distributors a try on the interactive computer!

Distributor Productivity Report
NBWA offers members the Distributor Productivity Report (DPR), an industry-wide research effort that is designed to serve as an easy-to-understand, actionable tool for firms to evaluate their company’s operating results in order to pinpoint strengths, weaknesses and opportunities.

Be the first to receive this exclusive business study designed to help you strategically identify your operational strengths and weaknesses! Pre-order your copy of the 2009 Distributor Productivity Report at the NBWA Membership Booth. The 2009 DPR will be available in early October 2009. Those companies that participated in the DPR Survey will automatically receive a copy of the DPR along with an individual Company Performance Report.

BeveragePro
NBWA’s endorsed insurance program is BeveragePro, a property and casualty insurance program by American Program Underwriters, Inc. BeveragePro is designed to meet the needs of NBWA members and offers a comprehensive insurance and risk management solution for beer. Representatives from BeveragePro will be available to answer all of your property and casualty questions at the Membership Booth!

Fuel Hedging Program
Fuel is a major cost that beer distributors face on a daily basis. NBWA is working with the Association of Independent Beverage Distributors (ABID) to provide a Fuel Hedging Program. By purchasing fuel options through ABID’s program, distributors can defer fuel costs and protect budgets against unforeseeable fuel price increases. Learn more about fuel hedging and how to take advantage of this cost-saving program!

Group Health
NBWA is creating a Group Health Program through ABID that allows businesses to more efficiently manage healthcare costs. By leveraging all employees’ care together, distributors will be able to save an estimated 10-15% on coverage costs while providing access to quality medical coverage with increased flexibility and added coverage benefits. This program is self-insured which will create savings and add flexibility, but members will not be adding additional risk. Take a minute at the Membership Booth to find out more about this upcoming program!

Cheers! Brewing Up a Great Meal with Beer
Cheers! Brewing Up a Great Meal with Beer is NBWA’s cookbook. This cooking with beer resource features original recipes that showcase beer as the key ingredient. The resource has been a favorite in statehouses around the country and provides great recipes and tips for sampling some of the 13,000 labels – and multitude of flavors – of beer available in the U.S. thanks to the label playing field created by beer distributors.

America’s Beer Distributors Packaging
The redesigned America’s Beer Distributors packaging is an educational brochure about the basics of the three-tier system of alcohol distribution. It is a great resource for distributors to use to educate others about the important role the “middle tier” plays in the 75-year-old three-tier system of state-regulated beer distribution.

Enduring Regret DVD
Enduring Regret is the Emmy-award winning video that provides emotional testimony from a young man who made the terrible decision to drive drunk, killing an innocent grandmother and grandfather. The convicted drunk driver now tells to high school students, as he stands in a white jumpsuit and shackles, about the ramifications. He encourages students to make smarter, better decisions, reminding them that his self- induced decision ruined his life, the victims’ lives and his own family. The video was produced through a partnership with the Center for Alcohol Policy, the Georgia Beer Wholesalers Association and the Georgia Governor’s Office of Highway Safety. The video is available on DVD.

Need talking points or a PowerPoint for your next meeting? Contact NBWA’s Public Affairs Team at 800-300-6417 or info@nbwa.org.
Catch on to Responsibility

and Tackle Underage Drinking

This football season, as you enjoy football games with friends and family, make the right decisions – don’t drink if you are underage and never drive drunk. It’s against the law! Alcohol should only be consumed responsibly by those of legal drinking age...because alcohol is different.

Let’s all have a winning season and keep each other safe!

Call NBWA for your personalized PSA!