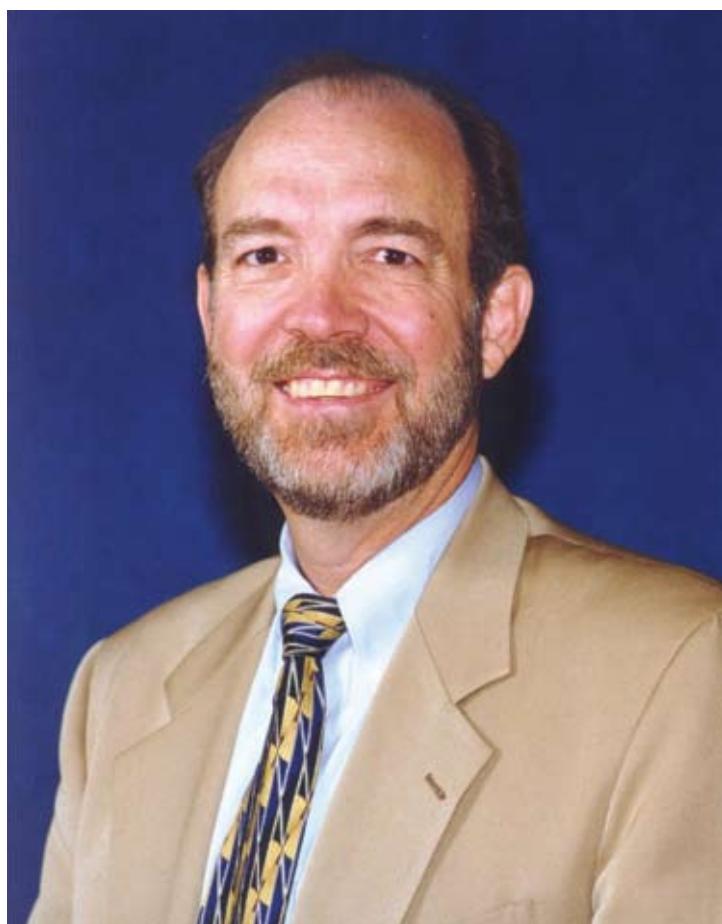


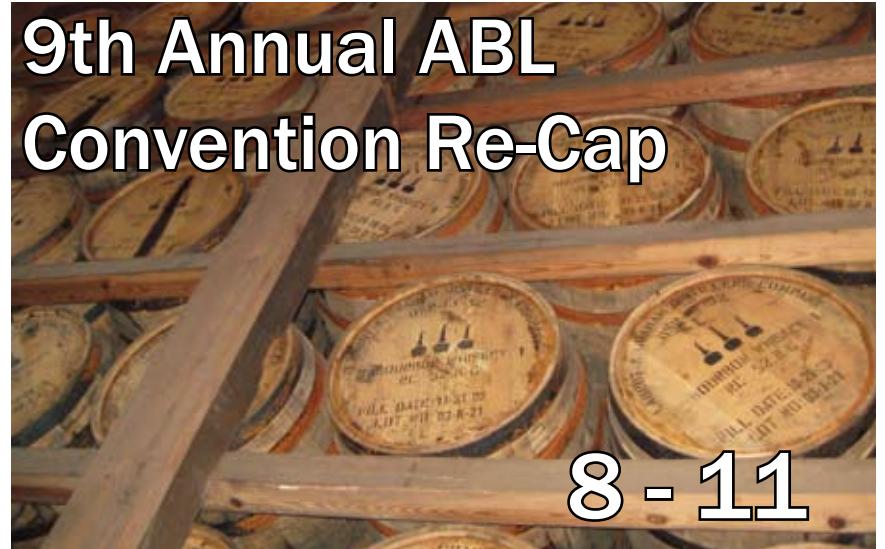
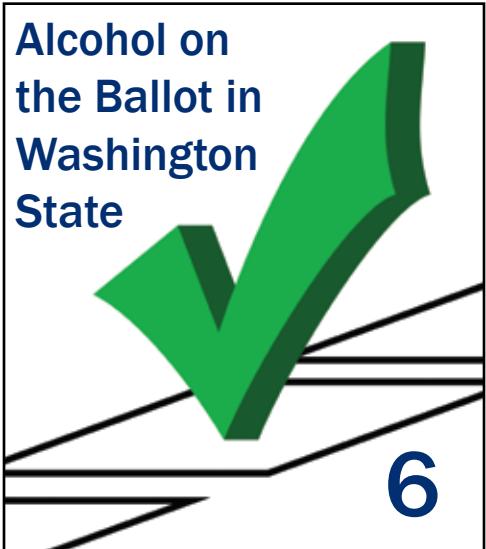
THE VOICE OF AMERICA'S BEER, WINE & SPIRITS RETAILERS

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 4, NO. 3 | SUMMER 10



Harry G. Wiles 1945 - 2010



ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 4, NO. 3 | SUMMER 10

a word before

ABL 2011 Convention to be held in Milwaukee June 12-14



America's Beer, Wine and Spirits Retailers will continue their recent tradition of recognizing regions around the country that have a unique beverage alcohol industry footprint by holding the 9th Annual ABL Convention in Milwaukee, Wisconsin on June 12-14, 2011.



The 2011 ABL Convention follows this year's successful event held in Louisville, Kentucky.

"ABL leadership decided a few years ago that bringing our Convention to different parts of the country that make a significant contribution to the alcohol industry was a great idea," said Susan Day Duffy, ABL's Director of Operations & Trade Relations. "After visiting Bourbon Country in Louisville in 2010, we are excited to head to a beer industry center in 2011."

Wisconsin is also home to the Tavern

League of Wisconsin, ABL's largest affiliate. Representing 5,000 tavern owners in the badger state, the Tavern League provides its members with services such as legislative and governmental relations, legal information, educational services and promotes the industry on behalf of its membership.

As with past ABL Conventions, the 2011 version will bring together the entire alcohol industry, with speakers and presentations on the issues facing on- and off-premise beverage licensees.

Representatives of industry trade associations, companies and regulatory bodies will be on hand to participate in the educational component of the convention.

And in keeping with the spirit of the hospitality business, the convention will feature a variety of on- and off-site social events.

Past ABL Conventions have included receptions, tastings, tours and poker tournaments.

Those interested in attending the 2011 ABL Convention in Milwaukee can book their hotel rooms in advance at ABL's Convention Hotel, the Hilton Milwaukee City Center.

Rooms are available to convention attendees for just \$139 per night.

Milwaukee earned its reputation as a

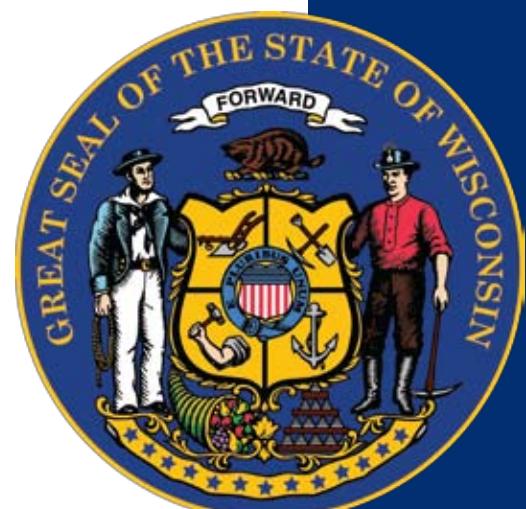
center of the beer universe in the mid-to late 1800's, as a flock of Germans immigrants brought their beer-making traditions to the new world.

Milwaukee eventually became home to four of the world's largest breweries, with the culture of brewing becoming synonymous with the city.

One needs to look no further than the name of Milwaukee's Major League Baseball team, the Brewers, to appreciate the city's relationship with beer.

Milwaukee also boasts a variety of cultural and recreational attractions. Situated on the beautiful shores of Lake Michigan. Milwaukee is home to the world-class Milwaukee Art Museum, the Harley-Davidson Museum, the aforementioned Milwaukee Brewers, and a host of summertime festivals, concerts and activities.

For more information about the 2011 ABL Convention, please visit ABL's home on the Web, www.ablusa.org.



contents

3
in memoriam
Harry G. Wiles,
1945 - 2010

5
where we stand
Thanks for Everything Harry.
We're Going to Miss You.
BY DAVID JABOUR,
ABL President

6
from the industry
The Great Masquerade:
Deregulation Disguised as
Privatization
BY CRAIG PURSER
President / CEO, National Beer
Wholesalers Association

7
from the industry
H.R. 5034 Emphasizes State
Regulation of Beverage Alcohol
BY CRAIG WOLF
President / CEO, Wine and Spirits
Wholesalers of America

**2010 ABL
CONVENTION**

8 - 9

Re-Cap

10 - 11

Pictures

12

opinion

Retailers Should Oppose the
Wholesaler-Driven H.R. 5034

BY DR. PETER CRESSY
President / CEO, Distilled Spirits Council
of the United States

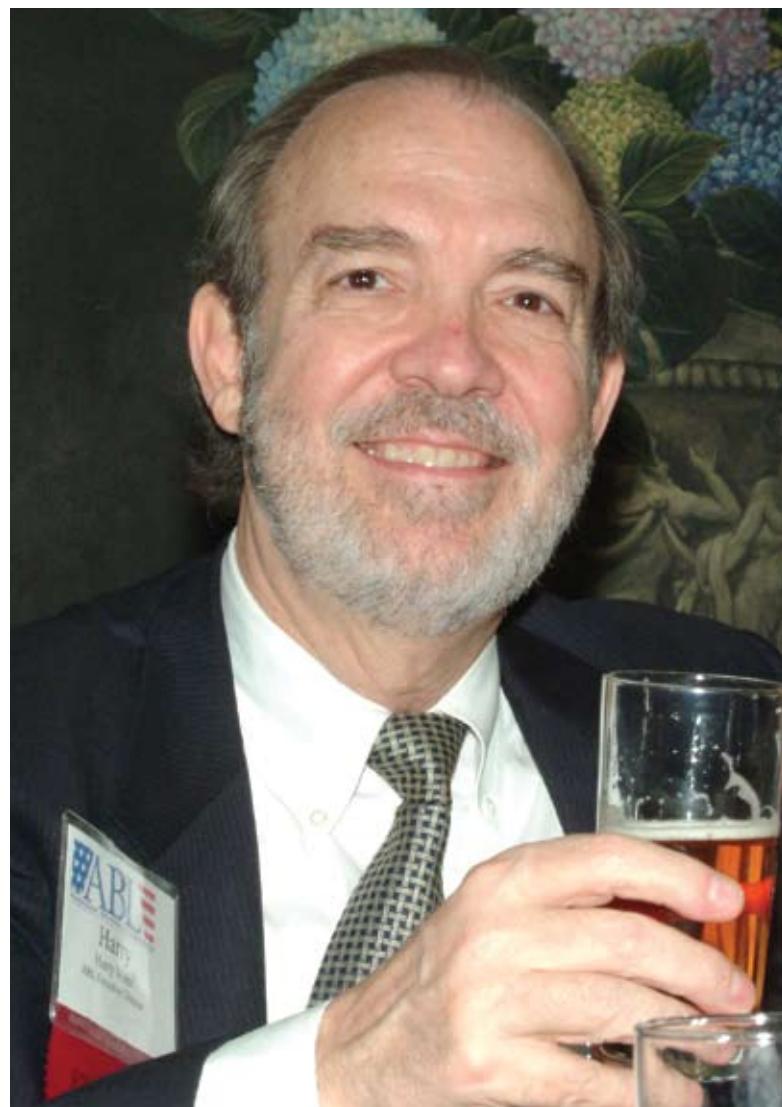
13
speaking out
Getting Your Message Across
this Election Season
BY JOHN BODNOVICH
ABL Director, Communications

14
washington, d.c. update

15
abl calendar of events
15
in brief
15
green corner

16
associate member roster
affiliate member roster

IN MEMORIAM



Harry G. Wiles 1945 - 2010

American Beverage Licensees announces with profound sadness and regret that Harry G. Wiles passed away unexpectedly on Wednesday, August 18, 2010. Harry was ABL's Executive Director and a leading member of the beverage alcohol community. He will be remembered as a true advocate for the entire industry and a loyal friend to those whose lives he touched.

Harry served as ABL's Executive Director since 2002. He was chosen to lead the association and its nearly 20,000 members following its creation after the merger of the National Association of Beverage Retailers and the National Licensed Beverage Association. Under his leadership, ABL grew in scope and strength as he oversaw the partnering of on-premise and off-premise beverage licensees into a single, unified voice for the beverage retail community.

"Not only has our industry lost a leading advocate, we all have lost a dear friend," said ABL President David Jabour. "Harry was the consummate industry ambassador and steward, and will be remembered for years to come. He was truly part of our industry family."

An attorney and member of the Bar in the State of Kansas, the District of Columbia, and the United States Supreme Court, Harry followed his political instincts from Kansas to Washington, D.C. in 1976, where he worked on Capitol Hill before becoming a fixture in the beverage alcohol community.

Harry's more than two decades of service to the industry began in 1987 when he became Senior Vice President of Federal Government Relations & Senior Counsel for the Wine & Spirits Wholesalers of America, a position he held for thirteen years.

In 2010, Harry was inducted into the Sky Ranch Hall of Fame, and served on the Executive Committee of the Sky Ranch Foundation. He also served as a board member of the Responsible Hospitality Institute (RHI), the Responsible Retailing Forum (RRF) and the Night Club & Bar Advisory Board.

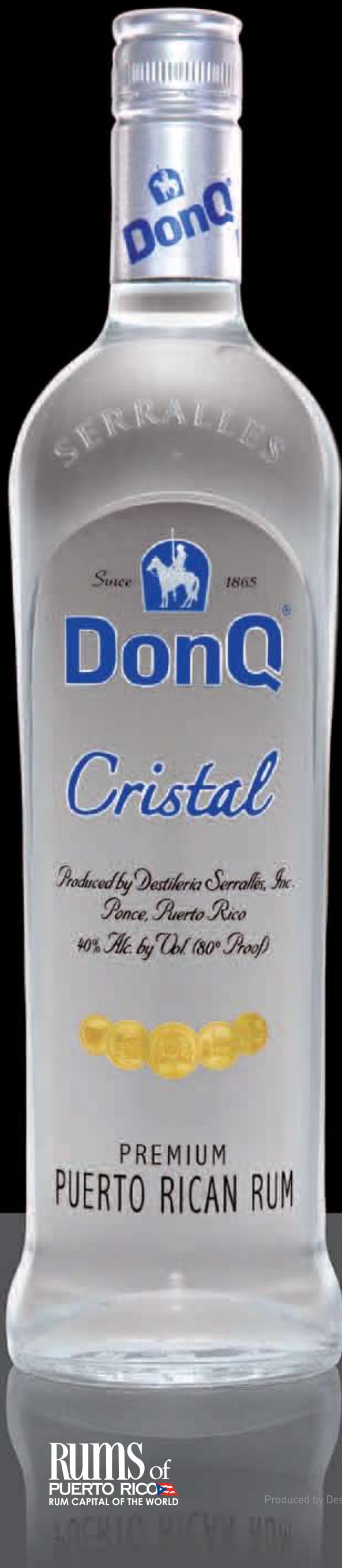
An avid supporter of the western lifestyle and horseback riding, Harry was a member of western riding organizations Rancheros Visitadores, based in Santa Barbara, CA, and El Viaje De Portola in San Juan Capistrano, CA. He was also a board member of the Heartland Alliance of America, the association for rural Americans.

Harry is survived by his wife Cindy; his daughter Heather and husband, Troy Valerius; and four grandsons. Please keep them in your thoughts and prayers.

In lieu of flowers, the family requests that memorial contributions in Harry's memory be sent to "Cowboy Heritage Association of Fort Worth" P.O. Box 136639, Fort Worth, TX 76136; or "Harry Wiles Memorial" c/o Sky Ranch Foundation P.O. Box 8420, Fredericksburg, VA 22404.

ELEVATE YOUR SPIRITS.

AN INFORMED APPROACH SHOULD EXTEND TO YOUR CHOICE IN RUM.



With a rum-making tradition that began in 1865, **DonQ** is the preferred rum in the land of rum. Now available in the mainland, it's your turn to discover Puerto Rico's best kept secret.

Every variety of our **DonQ Premium Rums** has awards for superb taste and character on its resume, so we're confident that you'll appreciate the quality we've worked to refine for over a century— whatever your drink of choice may be.



WWW.DONQ.COM

DonQ

Rums of
PUERTO RICO
RUM CAPITAL OF THE WORLD

Produced by Destilería Serrallés, Inc., Ponce, PR and distributed by Serrallés USA, Dallas, TX. Rum 20%, 21%, 30% & 40% ALC/VOL. DonQ is best enjoyed in moderation.



Thanks for everything Harry. We're going to miss you.

Over the past

half-dozen years, I had the opportunity to work closely with ABL Executive Director Harry Wiles.

First in a capacity as an ABL board member, then as an ABL officer and most recently in my role as President of ABL.

Naturally, it came as a shock to me in mid-August when I learned of his untimely passing.

I had spoken with Harry just days earlier, as we planned for upcoming events this fall, including the ABL Fall Board Meeting and the Texas Package Stores Association Convention, at which he was to make a presentation and participate in a panel discussion.

"Of all Harry's achievements during his time at ABL, perhaps his most significant, and the one he was most instrumental in, was strengthening the 'ABL brand'."

Harry was looking forward in coming back to Texas, a place he regularly visited to see friends and, being a cowboy at heart, ride horses.

He was also looking forward to sharing with TPSA members some of the things ABL was doing in Washington on their behalf.

In trying to make sense of Harry's passing, I have constantly found myself realizing what he meant to ABL as its executive.

In thinking about the steps we, as a trade association, have taken under Harry's guidance, it puts in perspective just what he was able to accomplish.

First and foremost, Harry was given the rudder of the good ship ABL at a time of uncertainty.

The merger of the National Association of Beverage Retailers and the National Licensed Beverage Association was a relatively smooth one, but a sense of the unknown, which is what we were headed into as a now unified retail tier, can be nerve-wracking.

For his part, Harry's even-handed, calm and collected approach to getting the ABL house in order had a soothing

and unifying effect on ABL leadership.

This was important as we went about structuring the board of directors, creating the appropriate committees and making necessary changes without creating divisions amongst those who had served with a national retail association for decades.

Harry also left us in good hands by retaining a smart and hardworking staff who I know will carry ABL during this time of loss and eventual transition.

Harry was especially sensitive to making sure that on- and off-premise issues received the same weight and attention.

His evenhandedness became evident as

ABL increased its visibility on Capitol Hill, weighing in on policy matters that affected on-premise and off-premise licensees.

Harry's background as a Congressional staff person and a lobbyist gave him valuable insight on the issues of the day in the halls of Congress, and his contacts in the Washington political community

afforded him access to important information and people.

But of all Harry's achievements during his time at ABL, perhaps his most significant, and the one he was most instrumental in, was strengthening the "ABL brand".

As a retailer, I appreciate the importance of brand recognition and strength.

If your brand is well-known and trusted, people will turn to you for what they need, be it information, advice, products or services.

Harry had a large hand in defining what ABL is and what characteristics make it stand out from other groups.

With an emphasis on traditional government affairs work and grassroots advocacy, ABL found a niche that serves its constituents well.

With its now strong brand, ABL is recognized by others within the industry, the government and the public for what it provides for its members.

ABL has a seat at the beverage alcohol industry table and others know that its grassroots clout is a force to be reckoned with.

There is a lot of potential for ABL in the coming years, and thanks to Harry, we are well-positioned to capitalize on opportunities and become an even stronger voice for beverage licensees throughout our great land.

So thanks, Harry, for giving ABL your all. You will be missed. |



Harry G. Wiles



The Great Masquerade: Deregulation Disguised as Privatization

While there is much

speculation about what the upcoming November elections have in store across the country, there is one issue looming in Washington state that warrants special attention – an unprecedented attempt at alcohol deregulation by ballot box.

Make no mistake – the current threats to sane and sensible alcohol regulation in Washington state are unequaled in the history of American alcohol regulation.

Two initiatives dealing with privatization of the state's liquor distribution and retail sales have qualified for the ballot – Initiative 1100 (I-1100) and Initiative 1105 (I-1105).

I-1100 is advertised as privatization, but it would essentially deregulate alcohol altogether in Washington state.

Small independent retailers would be the real loser if I-1100 were to win.

A competing initiative, I-1105, would require the following: the state to close all liquor stores; private retailers be licensed to sell liquor; distributors be licensed to distribute spirits; and the removal of the current prohibition on quantity discounts for distilled spirits.

The driving force behind I-1100 is retail giant Costco Wholesale Corporation, the nation's largest wine retailer.

Costco first tried to deregulate alcohol in the courts with landmark litigation against the state's regulatory agency.

In that case, Costco claimed the state's regulatory system was a violation of the Sherman Antitrust Act and filed suit against the Washington Liquor Control Board.

While Costco lost most of its arguments in the courts, it then tried a deregulatory push in the Washington state legislature and with the Liquor Control Board.

Costco failed in the state legislature to throw away sensible alcohol regulation. Now, Costco is taking its third bite at the deregulatory apple in a campaign they are taking straight to the people – the citizens of Washington state.

I-1100, disguised as privatization of the states liquor distribution and retail sales, would essentially deregulate alcohol altogether in that state.

It would remove state laws that level the playing field and protect the public by eliminating effective state regulations.

Costco has already told the *Wall Street Journal* that, if successful with this ballot initiative, it may launch similar campaigns in other states and continue to deregulate alcohol across the country.

I-1100 is billed as an effort to privatize the state's "monopoly" on the distribution and sale of distilled spirits.

Many states use the control model to sell spirits, and still others use the licensed system accompanied by an effective regulatory structure and commonsense regulation.

State legislatures routinely have robust debates about the appropriate control of alcohol sales, especially as it relates to ensuring the collection of tax revenue for the state.

But I-1100 is much more than a privatization effort. It is privatization plus the complete deregulation of the alcohol industry.

I-1100 would eliminate all price control measures (only the ban on selling below cost would remain), uniform price requirements and the prohibition on quantity discounts.

Advertising regulations would be changed to restrict ads only that have a "demonstrable effect" on underage drinking or abusive consumption.

This, combined with the elimination of influence restrictions, would put small retailers at a competitive disadvantage and make retail chains even more powerful in the state of Washington.

Additionally, I-1100 would remove laws that regulate relationships between suppliers, distributors and retailers.

The proposal would eliminate the prohibition against manufacturers owning, influencing or providing favors to retailers.

I-1100 would throw out the level playing field for all segments of the alcohol industry, tilting the balance against independent owners and operators.

It would allow the biggest and boldest global retailers to set the rules for the industry, and long discredited practices such as "pay to play," "exclusivity" and preferential business terms for the biggest retailers all could be made legal by I-1100.

Representatives from the Washington Brewers Guild and the Washington Wine Institute have also voiced their concern that I-1100, while being promoted as a "modernizing" of liquor laws, is actually a sweeping proposal that repeals 39 state laws, enabling the biggest retailers, distributors, and producers to own and give favorable pricing to each other, while ignoring smaller producers, distributors and retailers.

That would be a devastating blow to the level playing field that small breweries and other alcohol suppliers need to stay afloat and prosper.

The National Beer Wholesalers Association and the Washington Beer and Wine Wholesalers Association are very concerned about this serious threat to the state's regulatory structure and the regulations that work to ensure an orderly market, where manufacturers and retailers of all sizes are able to compete fairly.

NBWA will continue to work with a broad-based coalition of those interested in maintaining effective alcohol regulation to fight this unprecedented challenge and ensure a continued level playing field for independent retailers and the rest of the licensed beverage industry. |

**"I-1100 is
advertised as
privatization, but it
would essentially
deregulate alcohol
altogether in
Washington
state."**





H.R. 5034 emphasizes state regulation of beverage alcohol

For over 75 years,

the state-based regulation of beverage alcohol in the United States has created an orderly marketplace, allowing Americans to enjoy unparalleled choice, while at the same time promoting temperance and ensuring the efficient collection of taxes.

The 21st Amendment specifically granted individual states this authority to regulate alcohol within their borders.

America's three-tier system provides the safest, most innovative and consumer-friendly system of sale and

have created and places policy-making decisions where Congress intended for them to be made—in state legislatures.

The 21st Amendment specifically directs state legislatures to determine alcohol policy.

The CARE Act reaffirms what Congress and the Constitution have explicitly granted to elected state governments.

WSWA is not the only group concerned about deregulation efforts—NBWA and its members support the bill as well.

states' citizens deem necessary and as provided by the 21st Amendment to the U.S. Constitution."

The proposed legislation—H.R. 5034—would protect state laws that WSWA agrees with, as well as those we don't. This is not a power grab. This is not about money.

We all know what happens in other countries when there is a vertically integrated system, like in England: less consumer choice and increased alcohol abuse.

This bill would help protect our nation from the anarchy that would result from a deregulated system.

Those who seek to breakdown our time-tested system of distribution with relentless litigation do not have the consumer's best interests at heart.

WSWA and its members understand that alcohol is a socially sensitive product—it should not be treated like any other consumer products.

WSWA supports competitive prices—but does not believe alcohol should be cheaper than water. Costco's goal, for example, is to sell as much as they can of a few select SKUs at a deep discount. Consumer choice and variety goes out the door.

The three-tier system—the system that groups like Costco seem bent on destroying—helps ensure the great selection and variety offered at specialty wine shops, neighborhood restaurants and package stores.

H.R. 5034 is an important piece of federal legislation that emphasizes the importance of state regulation of the sale, distribution and use of all beverage alcohol products.

Alcohol policy should be crafted by representatives of the people of the state who understand the concerns of their constituents and who may be held accountable by them, not unelected judges who feel they know what is best.

distribution of alcohol in the world.

No one knows this better than those of us in the beverage alcohol industry.

We also know that our system of effective state-based regulation is under attack. Over the past 12 years, more than 25 states have faced challenges in federal courts that seek to deregulate state alcohol laws.

That's why WSWA and its members support the CARE Act (H.R. 5034)—a narrowly tailored, bipartisan bill designed to allow states to effectively address the challenges that many are currently facing.

The CARE Act removes the guesswork that these legal challenges

The National Association of Attorneys General voiced their opinion on deregulation, too.

The group sent a letter to Congress this past March that called for Congress' support of legislation "that will bring to a stop the erosion of state alcohol laws by re-enforcing the states' ability to regulate alcohol as it sees fit."

The National Alcohol Beverage Control Association's Board of Directors went so far as to pass a resolution supporting the enactment of H.R. 5034.

The Board cited the need to "protect the primary authority of the states to regulate beverage alcohol as their

"Alcohol policy should be crafted by representatives of the people of the state who understand the concerns of their constituents and who may be held accountable by them, not unelected judges who feel they know what is best."



Industry Issues, Unity and Heritage Highlight 2010 ABL Convention in Louisville

America's beer, wine and spirits retailers, along with representatives from every tier and segment of the beverage alcohol industry descended on Louisville, Kentucky on June 13 – 15 to participate in the 8th Annual American Beverage Licensees Convention.

The successful and exciting annual event featured speakers and presentations from beverage alcohol executives, industry trade association leaders, bourbon master distillers and social responsibility experts.

"These are exciting and challenging times that are reflective of both a shifting landscape and reaffirmation

cohort-related legislative issues, responsibility programs and ways in which to market and succeed in an increasingly digital world.

General Session speakers included an array of industry figures who brought their unique perspectives on the retail tier.

"You're the frontline of our industry," said Bill Newlands, President of Beam Global Spirits & Wine, to the audience during his keynote presentation. "You're where the rubber meets the road. You have the contact with the consumers that we all want and need."

"Today, we are looking to seize the opportunities before us and do it in a way that creates great partnership between those of us on the supply side and those of you."

Dr. Peter Cressy, President & CEO of the Distilled Spirits Council, addressed the convention with a focus on the industry working together on current challenges.

"2009 was just simply off the charts in terms of tax threats," said Cressy. "2010 was even worse and 2011 is going to be even worse than that. So we have worked very hard over the years to get our partnership in sync."

Cressy also talked about the important role retailers play to stimulate the economy and how now would be a terrible time to hit them with more taxes.

"One of the things that you don't give yourself enough credit for is the number of entry-level workers you employ," said Cressy. "That's a very big deal. Remember, (the hospitality industry) is the second-largest private employer in the country, only to healthcare. We don't need a bailout. We're not the auto industry. Just don't kick us when we're down."

Leaders of the wholesale tier were also on hand to share their views with the retailers in the audience.

"This is the most profitable alcohol market in the world, and I truly believe it is a result of the effective state-based regulatory system," said Craig Purser, President & CEO of the National Beer Wholesalers Association. "State regulation balances the consumer's interest in competition with the public's interest in control."

Purser also discussed the latest developments with

the CARE Act and other legal challenges to the Three-Tier System.

Jim Rowland, Senior Vice President of Government Affairs for the Wine & Spirits Wholesalers of America also covered direct-shipping legal issues, while providing a broad summary of the legislative issues facing Congress that impact the entire industry, including ignition interlocks.

"The feds are looking at mandatory interlocks for all offenders," said Rowland.

"WSWA has model interlock legislation that would make interlocks mandatory for high BAC offenders and repeat offenders. But it would also allow judicial discretion, and I think that's important. It would allow the punishment to fit the crime so you don't have a one-size-fits-all model."

Responsible and innovative policy ideas weren't limited to trade association representatives on hand.

Brian Fischer, Vice President of Community Relations for The Charmer-Sunbelt Group and Rob Frederick, Vice President of Corporate Responsibility for Brown-Forman made a presentation highlighting Charmer's partnership with CBS Radio on Tailgaters Urging Responsibility and Fun (www.turfzone.com) and Brown-Forman's work on www.ourthinkingaboutdrinking.com, respectively.

"We started it a couple years ago with Diageo, Brown-Forman and WSWA," said Fischer.

"The misuse of alcohol in parking lots at college and NFL football games has become outrageous. Every year, the media does an undercover story about the misuse of alcohol at sporting events."

Said Frederick, "All too often, the industry is painted as part of the problem, rather than part of the solution. We have rights as an industry to defend ourselves against headlines like that."

The convention provided a chance for ABL members to network and meet with alcohol industry members with whom they might not otherwise be in contact.

Social events, including the always popular Opening Night Reception hosted by the National Association of Beverage Importers and co-hosted by Coole Swan, as well as social events hosted by Tito's Handmade Vodka, made for relaxing and informal meeting opportunities.

Conventioneers were also able to get their morning's off on the right foot with breakfasts sponsored by Firefly Sweet Tea Vodka, Frank-Lin Distiller Products and Mexcor Distributors.

ABL's 9th Annual Convention will take place June 12-14, 2011, in Milwaukee, Wisconsin. It is open to all ABL and beverage alcohol industry members. |



The newly elected officers are sworn in at the Final Night Banquet. From left: Treasurer Joanthan Grimes of the Pennsylvania Tavern Association in Wilkes-Barre, PA; Vice President Austin Keith of Pinkie's in Odessa, TX; Vice President Harry Klock of Stockman Bar in Harlowton, MT; Vice President Ray Cox of Elite Beverages in Indianapolis, IN; President David Jabour of Twin Liquors in Austin, TX; and Skip Boise of The Tavern in Cortland, NY.

of some of the underlying tenants of our industry," said ABL President David Jabour upon opening the Convention's first General Session.

This year's convention marked the first time ABL has held its signature event in Louisville, which is located in the heart of bourbon country and has a strong beverage alcohol industry presence.

ABL took advantage of the convention's location by holding a panel discussion with 8 master bourbon distillers from some of the leading distilleries in Kentucky, followed by a trip to bourbon country for distillery tours, tastings, and a reception at Maker's Mark Distillery.

Included in the panel, which was moderated by local bourbon historian Mike Veach were: Parker Beam, Heaven Hill Distilleries; Chris Morris, Woodford Reserve; Fred Noe, Sr., Jim Beam; Jimmy Russell, Wild Turkey; Jim Rutledge, Four Roses; Kevin Smith, Maker's Mark; Harlen Wheatley, Buffalo Trace; and Trey Zoeller, Jefferson's Bourbon.

The convention also focused on industry trends, al-

Mr. Block traces his roots in the beverage alcohol industry back to 1939 when his father, Ed J. Block, started the original family business, Block Distributing Company in Texas.

He entered the industry professionally in 1964, going to work for Block Distributing two years later. In 1975 he became President of Block Distributing and as consolidation in the industry accelerated, he was named Chairman of Republic Beverage Company in 1996.

In 2007, Republic merged with National Distributing Company to

form Republic National Distributing Company, and Mr. Block joined the other principal owners as a Partner.

Today, Republic National Distributing Company is the second largest distributor of premium wine and spirits in the United States with operations in nineteen states and 6,000 employees nationwide.

In addition to his achievements in the beverage alcohol industry, Mr. Block has been a longtime supporter of a variety of charitable organizations that remain important parts of his life. |



RNDC's Eddie Block with ABL President David Jabour

Brown-Forman Retailers of the Year Honored

On- and off-premise beverage retailers from across the country were presented with the Brown-Forman Retailer of the Year award in a ceremony during the ABL 8th Annual Convention on June 15 in Louisville, Kentucky.

The awards were given by Ralph Aguera, Vice President, Trade Relations for Brown-Forman, who thanked the recipients for their contributions to the beverage alcohol industry.

This is the eighth consecutive year that Brown-Forman, a leading producer of distilled spirits, has sponsored the awards.

"These licensees are deserving of the recognition that comes with being named Brown-Forman Retailer of the Year and exemplifying the traits of a successful and responsible beverage retailer," said ABL's executive director Harry Wiles.

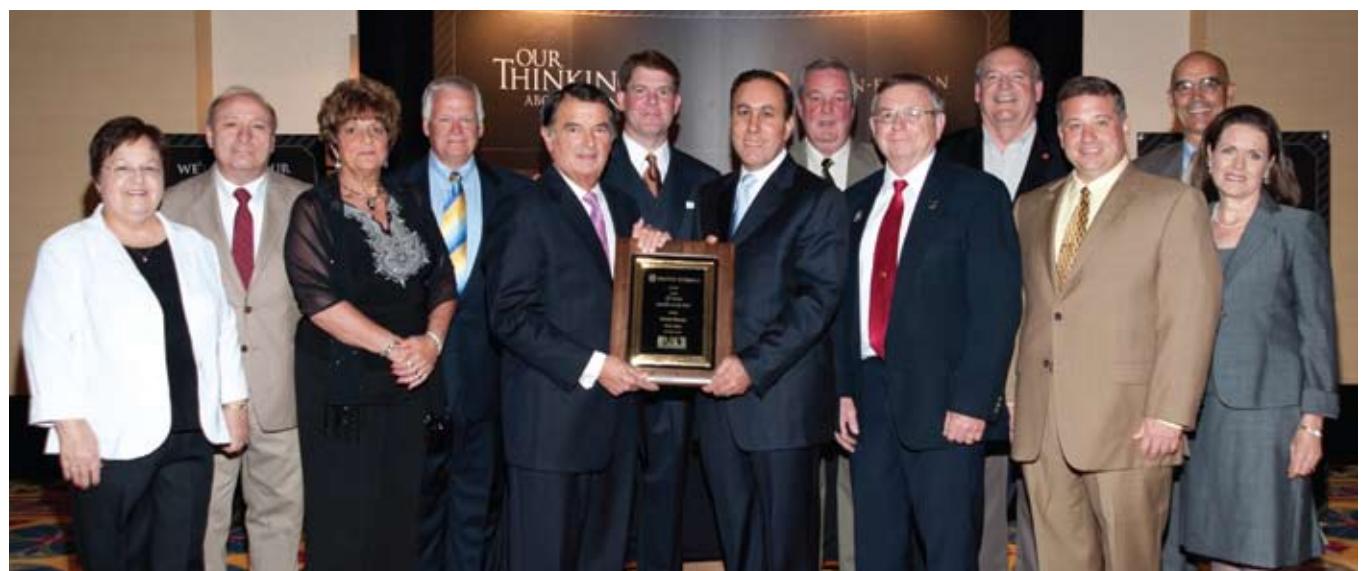
The Brown-Forman Retailer of the Year Awards are presented annually at the American Beverage Licensees Convention to recognize dedicated members of ABL's state and regional affiliates.

These retailers, who are the last to handle beverage alcohol products before they reach consumers, are the face of the industry to millions of Americans who responsibly enjoy beer, wine and spirits.

They are also active in their communities as small business owners, civic participants and parents.

ABL's regional and state affiliate offices nominate recipients of the award, which recognizes individuals who have demonstrated excellence in responsible and innovative retailing.

Beverage retailers are a crucial link in beverage al-



2010 Brown Forman Retailers of the Year at the ABL Convention with Ralph Aguera of Brown-Forman and ABL President David Jabour, center.

cohol system. In addition to being a key component of the most diverse and consumer-friendly beverage alcohol marketplace in the world, ABL members are committed to stopping underage access to alcohol and drunk driving.

The 2010 Brown-Forman Retailers of the Year are: Kathleen Bean of Petticoat Junction in Mentor, OH; Brian Butler of Golden Rail Ale House in Newburgh, NY; Dave Clarke of First & Last Chance Bar in Eureka, MT; Dick Ellsworth of Ivory Jacks in Fairbanks, AK; Abraham Gallo of Gallo's Mexican Restaurants in Anchorage, AK; Michael Kearney of The Old Brogue in Great Falls, VA; Ben Lanford of Majestic Liquor Stores in Fort Worth, TX; Gene & Gayl Laughman of Bloomington Liquors in Bloomington, IN; Charles & John

Milano of Pete Milano's Wine & Liquor in Staten Island, NY; Bob Parvin of B.J.'s Place in Rockford, IL; Victor Pittman of Silver Leaf Wine & Spirits in Ridgeland, MS; Arlene Raney of Value Liquor in Anchorage, AK; Mike Reid of Poplar Wine And Spirits in Casper, WY; Marc Ressler of Midnight Liquors in Tonawanda, NY; Roger Robinette of Jolly Roger Liquors in LaVale, MD; Joseph Saia of West Concord Liquor Store in Concord, MA; Dave & Danette Shultz of Tailgaters in York, PA; Bob Sprenger of Bubba's in Marion, WI; Louis Thomas of The Yellow House in Boonsboro, MD; Mike Thomas of Thomas Liquor and Fine Wines in St. Paul, MN; and Mac Thurston of Mac's Beer & Wine/Midtown Liquors in Atlanta, GA. |

Indiana & Wisconsin Associations Recognized for Communications and Government Affairs Achievements

The Indiana Association of Beverage Retailers (IABR) and the Tavern League of Wisconsin were formally honored by the American Beverage Licensees for their contributions to the retail tier of the alcohol industry in the areas of communications and government affairs, respectively, on June 15 at the 8th Annual ABL Convention.

The IABR was recognized with the 2010 ABL Communications & Public Relations Award for its Internet advocacy efforts over the past year and the creation of three, regularly updated websites focusing on different beverage alcohol industry issues and their impact on Hoosiers.

The Tavern League was honored for its promotion and stewardship of the state's SafeRide program, and its members' unequaled fundraising efforts on behalf of ABL's political action com-

mittee, ABLPAC, with the 2010 ABL Government Affairs Award.

In addition to maintaining its official website, www.indianabeverageRetailers.org, IABR launched two advocacy websites this past year, which are helping to educate Indianaans about beverage alcohol.

www.projectRAD.com is a website that encourages the responsible handling and distribution of beverage alcohol in Indiana including upholding Indiana's successful system of alcohol regulation, and asking for additional support and discussion in the Sunday Sales policy debate.

www.indianaalcoholsales.com is a consumer friendly website that helps explain the current regulatory scheme for beverage alcohol in Indiana.

Currently, Indiana's package stores are Hoosier-based businesses by law, which, while legally limited on the number of products they can sell, represent a better selection, choice and price for wine, microbrews, and spirits than many big-box stores and chains that have out-of-state home offices and corporate headquarters.

In Wisconsin in 2009, the Tavern League, in co-ordination with the State Department of Transportation, oversaw a significant jump in Wiscon-



Accepting the 2010 ABL Government Affairs Award on behalf of the Tavern League were (from l-r) Tavern League executive director Pete Madland; Tavern League President Rob Swearingen of Al-Gen Dinner Club in Rhinelander, WI; Bill Hunter of the Pour House in Siren, WI ; and Bob Sprenger of Bubba's in Marion, WI. The award was presented by ABL Government Affairs Committee Chairman Phil Bradley.



Accepting the 2010 ABL Communications & Public Relations Award on behalf of IABR were (from l-r) IABR executive director John Livengood, and IABR members Brad Rider of United Package Liquors in Indianapolis, IN; Ray Cox of Elite Beverages in Indianapolis, IN; and Warren Scheidt of Cork Liquors in Columbus, IN.

sin's SafeRide program, with ridership increasing 18 percent, and nearly 54,000 patrons using the program.

Over 1600 Tavern League members in 50 separate programs participated in SafeRide, contributing fifty percent of the program's funding by volunteering their time and sponsoring various fundraisers throughout the year.

Tavern League members also played a critical role this past year critical in ABL's ability to participate in the federal legislative arena. The Tavern League's unparalleled support of ABL's Political Action Committee, ABLPAC, reached a new level in the last election cycle, with PAC contributions from Tavern League members comprising 84 percent of all ABLPAC contributions. |

feature ABL Convention



On the Trail to Success





Retailers Should Oppose the Wholesaler-Driven H.R. 5034

Spirits suppliers

have consistently and strongly supported the three-tier system, and have worked closely with our business partners in the retail and wholesale tiers to advance the responsible growth of our industry for decades.

In fact, over the past decade retail sales of spirits have grown by 79 percent from \$35.8 billion to \$64.1 billion and despite a difficult recession we have begun to return to growth.

Key to this growth has been our ability to identify common goals and to work to defeat common threats such as municipal, state and federal alcohol taxes.

Sadly, our ability to work together and to ensure the growth of our highly-regulated, responsible industry has been threatened by the introduction of H.R. 5034 to the legislative agenda of the U.S. Congress.

We believe H.R. 5034 is unnecessary, unwise and subjects the entire industry to a range of unintended consequences.

The burden of proof proposed by this legislation would make it extremely hard to overturn even the most draconian and arbitrary state legislation.

In fact, the recent hard-won victory by retailers across the country to enact card swipe fee reform could be undone much more easily on a state by state basis if H.R. 5034 were to pass.

Competitiveness could be curtailed by the proliferation of franchise protection laws benefitting one tier that serve only to increase cost and reduce service to retailers.

The list of potential problems is endless.

Some have said the intent of this bill is to legislatively protect the middle tier of our three-tier system. I am only able to speak for the spirits industry.

No major distiller or supplier presently self-distributes or has any plans to do so. Our wholesale partners are critically important to our market access and to

by their well-earned commercial effectiveness, efficiency and utility.

Some have said the purpose of this legislation is to protect against the threat of direct shipping.

I trust this is not the case because spokesmen for the wholesalers have repeatedly said publicly this is not about direct shipping and there is no intention of overturning the Supreme Court case (Granholm decision) which dealt with this issue.

Some have said this legislation is an effort to curb deregulation, reorient court decisions, strengthen the 21st Amendment and a state's rights to control alcohol policy.

This makes no sense.

Some proponents of H.R. 5034 have claimed that we would face the same problems presently being dealt with in Scotland and England. Nothing could be further from the truth.

There really is no deregulation in this country. Over 4,000 alcohol-related laws are presently in place across our great nation.

As retailers know better than any other tier in the industry, the fundamentals of alcohol regulation have never been successfully challenged in the federal courts.

These regulatory powers include the state's power to license, ability to require background information, authority to establish minimum drinking age laws,

"The recent hard-won victory by retailers across the country to enact card swipe fee reform could be undone much more easily on a state by state basis if H.R. 5034 were to pass."

How much more authority can a state have than to have its rights enshrined in a constitutional amendment?

Yes, there have been court cases and these cases have been necessary because a few state laws have been passed that go outside their constitutional bounds by discriminating in a manner which impedes interstate commerce.

Our Founding Fathers built a fundamental balance into our democratic system by insisting on "the separation of powers."

It is the constitutional role of our judicial system to interpret laws and to adjudicate conflicts between them. This is not a negative outcome. This is a healthy and positive aspect of our governmental system.

Sadly, in an effort to pass H.R. 5034, rhetoric has become heated and our industry has been erroneously depicted by a few proponents of this legislation as wanton and irresponsible.

This is a grave mistake and is insulting to all three tiers of our industry but most particularly to the retail tier which has worked successfully and diligently over the decades to curb underage drinking and drunk driving.

restrict hours of operation, limit outlet density, permit or prohibit trade practice activities among the tiers, and the right to impose excise and other taxes.

The retail business is at the epicenter of state laws where every aspect of your business is and has been regulated. There is no real deregulation.

I sincerely urge the proponents of H.R. 5034 to reconsider their misguided effort and to withdraw their support for this unnecessary and unwise piece of federal legislation.

As an industry we need to move on and prepare together to fight against the inevitable effort to raise our federal excise taxes and to resist the ever-growing challenge of state and municipal taxes.

The hospitality industry already is struggling having lost hundreds of thousands of jobs during the recession.

Now is the time to unite – not divide and divert our attention from the collective goal of the health of our economy.

We should not be dissuaded from this goal by special-interest legislation. |

111TH CONGRESS
2D SESSION

H. R. 5034

To support State based alcohol regulation, to clarify evidentiary rules for alcohol matters, to ensure the collection of all alcohol taxes, and for other purposes.

the sale of our fine products.

Our wholesalers need no legislative protection. They are well-protected



Getting Your Message Across this Election Season

Tea parties. Bailouts.

Healthcare. Jobs. Democrats. Republicans. Incumbents. Insiders. Outsiders. Barack Obama. Harry Reid. Nancy Pelosi. Sarah Palin. Rand Paul. Glenn Beck.

Chances are, regardless of your political affiliation, at least one of those names or issues brings you feelings of either great consternation or admiration. And those feelings are about to get a lot stronger.

Election season is upon us, and unless you've been living under a rock, you're probably aware that the 2010 midterm elections are slated to take place on November 2.

This spring and summer have seen a volatile run-up to what are expected to be a handful of exciting races this fall,

"This campaign season is a great time to educate elected officials about your business, your industry and your concerns."

and questions abound.

Will the Republicans take over the House?

How thin will the Democratic majority in the Senate be in 2011?

Will Tea Party-supported candidates fair as well in general election races as they did in Republican primaries?

Is the mood of the country simply anti-Democrat or more broadly anti-incumbent in nature?

Will Harry Reid, the Senate Majority Leader, lose his bid for reelection?

Who will win the power struggle for the Speaker's gavel should the GOP win back the House?

This is not to mention the thousands of state and local elections taking place this fall, where governors, attorneys general, state legislators and local officials

are vying for the trust of the public.

While approval ratings for Congress hover near historic lows, there is a good degree of energy in the electorate for the 2010 midterms, even though midterm voter turnout levels are traditionally a good degree lower than Presidential election year levels.

From now until Election Day on November 2, elected officials at nearly every level in every state will be hitting the campaign trail to win the hearts and minds of voters.

Their campaigning provides beverage alcohol licensees, and all citizens for that matter, an opportunity to share their concerns and issues with these officials.

What can you do to take advantage of your Congressional representatives being home in the district and using that time to campaign for the votes of constituents?

This campaign season is a great time to educate elected officials about your business, your industry and your concerns.

With your representatives back to get a feel for the district and talk to people about the issues, you can make an impact and lay the foundation or build upon a relationship with your elected officials.

Politicians need something from you – a vote; you need something from them – their vigilance and power in the capital to protect your interests as a businessperson, taxpayer and a citizen.

Putting a face on your next phone call or email or letter is incredibly powerful. I'd liken it to putting a face with the customers at your bar or store. It makes you connect with them and creates a relationship that did not previously exist.

Truth be told, many of these legislators and their staff members meet with hundreds, if not thousands of constituents every year.

And you may think that you are being

paid lip service by whoever you are meeting with.

However, if you meet with your elected officials and their staff as a group of concerned small business owners, conduct yourself professionally and have a list of points and issues that you can discuss directly and intelligently from your own experience, you will have distinguished yourself from 90 percent of the people that your representative meets with, including many of those that are paid handsomely to do just that.

In Washington, D.C., the proximity to lawmakers is easy to take for granted, but for those who put these people in office, this year offers the best opportunity to advocate on behalf of your businesses and your industry.

All ABL members should call their legislators and determine when they will be in their home districts in order to set up an appointment to meet with them on behalf of your national, state and/or local beverage associations.

If you are able to successfully meet with your Congressional representatives this fall, you and your state association's national representatives will more readily be able to follow up with them the next time you find yourself in Washington, D.C.

That time in Washington will be more productive if your legislator is already familiar with your issues. In that sense, it is very important to keep your association's Executive Director and lobbyist informed of your efforts. Similarly, you can apply this strategy with your state legislators.

Take advantage of the access you have to your elected officials during this campaign season. It may be the beginning of a mutually beneficial friendship, and definitely will be an exercise in citizenship that will leave you feeling more involved and that much better for it. |





Congress Heads for the Home Stretch, Mid-Term Elections

After a busy first

seven months of 2010, Congress is on recess for the rest of the summer. The House and Senate are scheduled to return on September 13th after the Labor Day and Rosh Hashanah observances.

The target adjournment dates for the House and Senate are the week of October 8th.

A lame duck Congressional session is expected to follow the elections on November 2nd.

The agenda and length of such a session will largely depend on what Congress is able to accomplish before the elections, and the outcome of the elections themselves.

Some major initiatives that will likely be addressed include the soon-to-expire tax cuts enacted during the previous administration, energy legislation and an omnibus spending bill for Fiscal Year 2011.

Here are a few issues that could affect members of the beverage alcohol industry.

Credit & Debit Card Swipe Fee Reform

On July 21, President Obama signed into law the Wall Street Reform and Consumer Protection Act (H.R. 4173).

The bill contains a swipe fee provision included in the new law that will ensure that the fees charged for accepting debit cards are "reasonable and proportional" to cost and giving merchants the freedom to offer discounts to their customers for using less expensive forms of payment.

There are two retail electronic payment acceptance reforms that take place immediately with the signing of the bill.

1. A card network shall not inhibit the ability of any person to provide a discount or in-kind incentive for payment by the use of cash, checks, debit cards or credit cards, provided that discounts for debit cards and credit cards do not differentiate on the basis

of the issuer or the card network, and provided that the discount is offered to all buyers and disclosed clearly to the extent required by federal and applicable state law.

2. A card network shall not inhibit the ability of any person to set a minimum dollar value for acceptance of credit cards, provided that the minimum does not differentiate between issuers or card networks, and provided that the minimum does not exceed \$10.

Swipe fee reforms in the new law limit the ability of the card networks to impose fines on retailers who choose to implement either of these practices. The effective date of these reforms was July 22, 2010.

Retailers are encouraged to contact their merchant acquirer to discuss potential programming changes that may need to be made in order to effectively carry out these reforms and determine if it makes financial sense to implement these reforms.

Comprehensive Alcohol Regulatory Effectiveness (CARE) Act of 2010 (H.R. 5034)

On April 15, the Comprehensive Alcohol Regulatory Effectiveness (CARE) Act of 2010 (H.R. 5034) was introduced in the House of Representatives.

The bill currently has 136 cosponsors. There are strongly opposing intra-industry views relative to the CARE Act.

Supporters of the bill claim that the bill is sorely needed as a means of clarifying congressional intent as to states having primary authority to regulate alcohol, thereby preventing further erosion of state-based alcohol regulation and strengthening the presumption of validity of state laws.

Those in opposition warn that the legislation would destroy the careful balance of regulation at the federal, state and local levels enjoyed successfully by the industry for over 75 years and would have harmful unintended consequences.

ABL is officially neutral on H.R. 5034 but remains engaged in active discussions with representatives of the varying viewpoints and will continue the process of studying the issue in depth.

ABL is strongly supportive of the Three-Tier System and states' rights to implement beverage alcohol distribution and sales policies they deem the most effective, efficient and responsible.

It is ABL's consideration that all parties have similar and basic goals with regard to the future of our industry.

ABL strongly urges proponents and opponents of this legislation to join together in an effort to resolve their

differences as to how best to proceed as a unified industry.

Ignition Interlock Legislation

ABL continues to work with allied industry groups and third parties to prevent an all-offender ignition interlock mandate from being included in surface transportation legislation, as a stand alone bill or in another legislative vehicle.

Staff continues to make out outreach to other Senate offices to voice its objection to interlock sanction legislation (S.2920) offered by Sen. Frank Lautenberg (D-NJ).

ABL is seeking support for the Congressional Budget Office to identify S.2920 as a mandate under provisions in the Unfunded Mandate Reform Act of 1995 (UMRA), which calls for intergovernmental mandates with project cost burdens on state, local and tribal governments in excess of \$70 million over five years to be eligible for a point of order and subsequent scoring.

If passed, the mandate is estimated to cost states nearly \$500 million in monitoring and compliance costs.

It is possible that the language in S. 2920 will be folded into a Senate transportation bill later this fall, though the ever-tightening legislative calendar and the November mid-term elections may delay this action.

New FDA Regulations for Tobacco Sales Now in Effect

Retailer specific regulations and rules from the "Tobacco Act", which was signed into law last year, took effect on June 22, 2010. These new regulations will impact any retailer of tobacco products. The new rules:

- Prohibit the sale of cigarettes or smokeless tobacco to anyone under 18 (if the minimum age in your State is more than 18, you must comply with the State age requirement).

- Prohibit the sale of single cigarettes ("loosies") or packs with fewer than 20 cigarettes.

- Limits tobacco product sales to direct, face-to-face exchanges (mail order is an exception). Vending machines and self-service displays are prohibited except in places where nobody under 18 is allowed to enter.

- Prohibits the sale or distribution of items such as hats and t-shirts with tobacco brand names or logos.

More information also be found at <http://www.fda.gov/protectingkidsfromtobacco>; by phone: 1-877-CTP-1373; or by email: AskCTP@fda.hhs.gov |

2010 Calendar of Events

SEPT 12-14, 2010 ILLINOIS LICENSED BEVERAGE ASSOCIATION ANNUAL MEETING & CONVENTION SPRINGFIELD, IL	OCT 6, 2010 MASSACHUSETTS PACKAGE STORE ASSOCIATION ANNUAL TRADE SHOW MARLBORO, MA	OCT 25, 2010 METROPOLITAN PACKAGE STORE ASSOCIATION 76TH ANNUAL DINNER NEW ROCHELLE, NY
SEPT 13-16, 2010 MONTANA TAVERN ASSOCIATION CONVENTION & TRADE SHOW HAVRE, MT	OCT 6, 2010 DISTILLED SPIRITS COUNCIL OF THE U.S. SPIRIT OF MT. VERNON GALA MT. VERNON, VA	NOV 2, 2010 ELECTION DAY
SEPT 16-18, 2010 BREWERS ASSOCIATION GREAT AMERICAN BEER FESTIVAL DENVER, CO	OCT 8-9, 2010 INDIANA ASSOCIATION OF BEVERAGE RETAILERS IABR TRADE SHOW FRENCH LICK, IN	JAN 25-26, 2011 LICENSED BEVERAGE DEALERS OF SOUTH DAKOTA 66TH ALCOHOL FORUM AND ANNUAL HOG ROAST FORT PIERRE, SD
SEPT 28-29, 2010 NEW JERSEY LICENSED BEVERAGE ASSOCIATION 78TH ANNUAL CONVENTION ATLANTIC CITY, NJ	OCT 10-11, 2010 RETAIL BEVERAGE COUNCIL OF THE FL RETAIL FED. EDUCATIONAL SEMINAR & TRADE SHOW ORLANDO, FL	MAR 7-9, 2011 NIGHT CLUB & BAR TRADE SHOW LAS VEGAS, NV
OCT 3-5, 2010 OHIO LICENSED BEVERAGE ASSOCIATION BUCKEYE BAR EXPO COLUMBUS, OH	OCT 11-14, 2010 ALASKA CHARR 40TH CONVENTION RENO, NV	MAR 27-30, 2011 NATIONAL BEER WHOLESALERS ASSOCIATION LEGISLATIVE CONFERENCE WASHINGTON, DC
OCT 3-6, 2010 MARYLAND STATE LICENSED BEVERAGE ASSOC. 61ST ANNUAL CONVENTION OCEAN CITY, MD	OCT 12, 2010 NEW YORK STATE LIQUOR STORE ALLIANCE HOLIDAY TRADE SHOW & ANNUAL DINNER ALBANY, NY	APR 4-7, 2011 TAVERN LEAGUE OF WISCONSIN SPRING CONFERENCE & TRADE SHOW GREEN BAY, WI
OCT 3-6, 2010 NATIONAL BEER WHOLESALERS ASSOCIATION 73RD ANNUAL CONVENTION CHICAGO, IL	OCT 12-13, 2010 U.S. DRINKS CONFERENCE NEW YORK, NY	APR 10-13, 2011 WINE & SPIRITS WHOLESALERS OF AMERICA 68TH ANNUAL CONVENTION & EXPOSITION ORLANDO, FL
OCT 4-7, 2010 TAVERN LEAGUE OF WISCONSIN FALL CONVENTION & TRADE SHOW STEVENS POINT, WI	OCT 17-19, 2010 AMERICAN BEVERAGE LICENSEES FALL BOARD MEETING BOSTON, MA	MAY 11-15, 2011 NATIONAL ALCOHOL BEVERAGE CONTROL ASSOC. ANNUAL CONFERENCE PHOENIX, AZ
OCT 5, 2010 LICENSED BEVERAGE DEALERS OF SOUTH DAKOTA FALL MEETING SIOUX FALLS, SD	OCT 20, 2010 NEW JERSEY LIQUOR STORES ASSOCIATION 5TH ANNUAL HOLIDAY TRADE SHOW EDISON, NJ	JUNE 12-14, 2011 AMERICAN BEVERAGE LICENSEES 9TH ANNUAL CONVENTION MILWAUKEE, WI
	OCT 24-27, 2010 NATIONAL ALCOHOL BEVERAGE CONTROL ASSOC. ADMINISTRATORS CONFERENCE PORTLAND, ME	JUNE 20-24, 2011 NATIONAL CONFERENCE OF ST. LIQUOR ADMIN. ANNUAL CONFERENCE LAS VEGAS, NV

in brief

The Beer Institute Names Captain Joe McClain President

The Board of Directors of the Beer Institute, a national trade association representing companies which produce and import more than ninety percent of the beer sold in the United States, announced on June 28 that 29-year Navy veteran CAPT. Joseph S. "Joe" McClain has been appointed as the next president of the Institute.

McClain succeeds the late Jeff Becker, who led the organization for 11 years.

CAPT. McClain offered praise for Becker's leadership of the Beer Institute, noting that, "Jeff was a strong leader and a champion for effective public policies affecting our industry - he leaves big shoes to fill."

"I look forward to building on that legacy by helping advocate in favor of positions and policies that serve the best interests of the entire industry, including brewers, both big and small, importers, wholesalers, retailers and consumers."

Since 2007, McClain has been responsible for developing and implementing the Navy's legislative

strategy as Director of the Navy Liaison Office to the U.S. House of Representatives.

He previously served in a variety of positions in the Navy, including as Commander, Sea Control Wing Atlantic, where he was responsible for leading 1,300 military personnel and controlling an annual operating budget of \$360 million.

McClain holds a B.S. in Engineering from the U.S. Naval Academy, a Masters in History from the University of Alabama-Birmingham and a Masters in National and Strategic Studies from the U.S. Naval War College.

RHI Works with City of Seattle on Nightlife Initiative

The Responsible Hospitality Institute (RHI) has helped the City of Seattle, Washington launch the Seattle Nightlife Initiative, a proposal with eight components for creating a safe and vibrant nighttime economy.

The goals of the initiative are increasing public safety, growing the local economy and improving urban vibrancy.

The goals include code compliance enforcement;

flexible liquor service hours; noise ordinance enforcement; security training requirements; precinct community outreach; professional development; late-night transportation alternatives; and targeting public nuisances.

The most talked about component has been "flexible liquor service hours", as the City of Seattle is examining the potential impacts of a shift from the current 2:00 am closing requirement for alcoholic service beverage licenses to a "flexible hours" system.

By transitioning to a flexible hours system, there may be an opportunity to improve Seattle's quality of life by eliminating issues of public safety and nuisances associated with current closing times.

Unlike in many cities, the introduction of flexible hours for alcohol beverage service in Seattle is part of a comprehensive, citywide nightlife management initiative that addresses many of the concerns and potential impacts from the change.

Several intermediate evaluative steps must be taken before moving forward with a plan to extend liquor service hours in Seattle. |

green corner

Remodeling or Adding-On? Take a Green Eye to the Job



Most retailers want to be good environmental citizens and many are taking steps to be more eco-friendly, whether that means switching from paper to electronic communications, encouraging their customers to carry reusable bags, or instituting recycling programs at their businesses.

Despite these efforts to integrate recycling into their business plans, a lack of space continues to be one of the major hurdles for

many beverage licenses.

Often there just isn't enough of it to store stacks of bottles or cardboard until the next pick up.

With many states and municipalities moving toward expanded recycling collection and some states even passing laws or regulations increasing the scope of what can be recycled, it's worthwhile to consider how you might incorporate recycling if you are planning on

renovating or adding-on to your business.

Incorporating options into your store or bar now could save you the headaches that could come later if another overhaul is required.

An ounce of planning, including talking to your staff and customers about what you're doing, is worth a pound of cure – and potentially added expenses – in the future. |

ABL ASSOCIATE MEMBERS

ABL maintains a robust Associate Membership roster, with membership support coming from all levels of the beverage alcohol industry. |

DIAMOND

Beer Institute
Diageo
National Beer Wholesalers Association
Wine & Spirits Wholesalers of America

GOLD

Brown Forman
Castle Brands
Charmer-Sunbelt Group
Pernod Ricard USA
Republic National Distributing Co.
Wirtz Beverage Group

BRONZE

Admiral Imports
ATM Network
Luxco
Sidney Frank Importing
Wine & Spirits Wholesalers of Georgia

PLATINUM

Bacardi USA
Beam Global Spirits & Wine
Distilled Spirits Council of the United States

SILVER

Constellation Brands
Moet Hennessy USA
Monarch Beverage Company
Patron Spirits Company
Remy Cointreau USA

ASSOCIATE

Suntory International Corp.

ALASKA

Alaska CHARR
Anchorage CHARR

ARKANSAS

Arkansas Beverage Retailers Association

COLORADO

Colorado Licensed Beverage Association

CONNECTICUT

Connecticut Package Stores Association

FLORIDA

Retail Beverage Council of the Florida Retail Federation

GEORGIA

Georgia Alcohol Dealers Association

ILLINOIS

Beverage Retailers Alliance of Illinois

Illinois Licensed Beverage Association

INDIANA

Indiana Association of Beverage Retailers

Indiana Licensed Beverage Association

KANSAS

Kansas Licensed Beverage Association

KENTUCKY

Kentucky Licensed Beverage Association

MARYLAND

Maryland State Licensed Beverage Association

MASSACHUSETTS

Massachusetts Package Stores Association

MINNESOTA

Tavern League of Minnesota

MISSISSIPPI

Mississippi Hospitality Beverage Association

MONTANA

Montana Tavern Association

NEVADA

Nevada Tavern Owners Association

NEW JERSEY

New Jersey Licensed Beverage Association

New Jersey Liquor Stores Alliance

NEW YORK

Empire State Restaurant & Tavern Association

Metropolitan Package Store Association

New York State Liquor Stores Association

OHIO

Ohio Licensed Beverage Association

OKLAHOMA

Retail Liquor Association of Oklahoma

PENNSYLVANIA

Pennsylvania Tavern Association

RHODE ISLAND

Rhode Island Liquor Stores Association

SOUTH CAROLINA

ABC Stores of South Carolina

SOUTH DAKOTA

Licensed Beverage Dealers of South Dakota

TEXAS

Texas Package Stores Association

VIRGINIA

Virginia Licensed Beverage Association

WISCONSIN

Tavern League of Wisconsin

WYOMING

Wyoming State Liquor Association

WINE & SPIRITS GUILD OF AMERICA

American Beverage Licensees
is the preeminent national trade association for retail alcohol beverage license holders across the United States. Its members, who number nearly 20,000, are comprised of on-premise and off-premise retailers who annually help infuse billions of dollars into the American economy. ABL represents the interests of American small business owners and a historical part of the American way of life. Many members are independent, family owned operators who assure that beverage alcohol is sold and consumed responsibly by adults. |

AMERICAN BEVERAGE LICENSEES
American Beverage Licensees
5101 River Rd Suite 108
Bethesda, MD 20816
(888) 656-3241
www.ablusa.org

