

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

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 5, NO. 2 | SUMMER 11



ABL
AMERICAN BEVERAGE LICENSEES
AMERICA'S BEER, WINE AND SPIRITS RETAILERS

Brewing up Business

9th Annual ABL Convention
June 12-14, 2011 • Milwaukee, WI
Hilton Milwaukee City Center

2011 ABL Convention Preview

America's Beer, Wine and Spirits Retailers will gather on June 12-14 at the 9th Annual ABL Convention in Milwaukee, Wisconsin. With its strong industry presence and remarkable tavern culture, Wisconsin is a natural fit for showcasing the strength and unity of the retail tier of beverage alcohol industry. With the wide array of speakers and social events that are on the schedule, it should be an exciting three days.

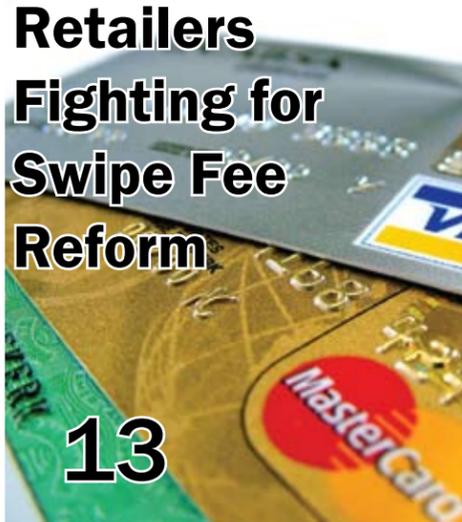
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Fighting for
Swipe Fee
Reform



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Meet ABL's Newest
Affiliate



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ABL Insider

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a word before

Kentucky Association of Beverage Retailers Becomes Newest ABL Affiliate

Package Store Group Brings Clout to National Association

With more than 150 members and growing, the Kentucky Association of Beverage Retailers (KABR) is quickly becoming a force to be reckoned with in Kentucky and has now brought their clout to the national level by joining American Beverage Licensees (ABL) as an affiliate member.

Representing package stores both large and small, the recently organized group advocates on behalf of independent beverage retailers in the Bluegrass State.

Brad McLean heads up the day-to-day duties as the association's executive director with Karen Thomas Lentz working as a lobbyist and consultant for the group.

Both are based in the state capital, Frankfort, and have years of experience working with the legislature.

"We're thrilled to have this eager and fast-growing association as part of ABL and strengthening ABL's grassroots footprint," said ABL executive director John Bodnovich.

"The package store owners of Kentucky are developing an impressive state organization and now have ABL to stand up for them at the national level."

Building the Association

KABR will hold leadership elections in June and has been operating under the guidance of an executive committee of founding members who acted on the need for an organized off-premise retail association in Kentucky.

They join ABL's other Kentucky affiliate, the Kentucky Licensed Beverage Association and their on-premise members.

"We continue to grow and our numbers are good," said McLean. "We have a lot of the large stores and a lot of the mom 'n pop stores. We have a lot of small communities in eastern and western Kentucky and a lot of stores are family owned and operated, which make up a good portion of the KABR's membership."

McLean and KABR headquarters are also taking steps to add value to the association for current members and attract new members.

"We've talked to and partnered with an insurance company, Arison Insurance in Louisville, to offer some members-only benefits including credit card processing discounts," said McLean.

KABR also puts out a quarterly newsletter to share information with its members and brand the organization with other interests.

As McLean explains, Kentucky is a unique state when it comes to alcohol. Thirty-two of the 120 counties are fully wet. Forty-four are completely dry. Another 20 counties are "moist", allowing for alcohol sales in restaurants.

And a handful more operate under local option rules when it comes to alcohol.

Legislative Issues at the Forefront

An off-premise association for retailers had previously existed in Kentucky but membership had dwindled in recent years.

Thanks to a handful of motivated and politically engaged retailers, momentum for a re-born association took shape in 2010 and a spate of new issues made organizing a formal state trade association a necessity.

"We've had a lot of issues come up in Kentucky in the past five years that made us get organized," said McLean.

"Our biggest issue is the sale of wine in grocery stores."

Kentucky beverage retailers have fought the issue for the past five years, successfully fending off attempts to allow wine sales in grocery stores.

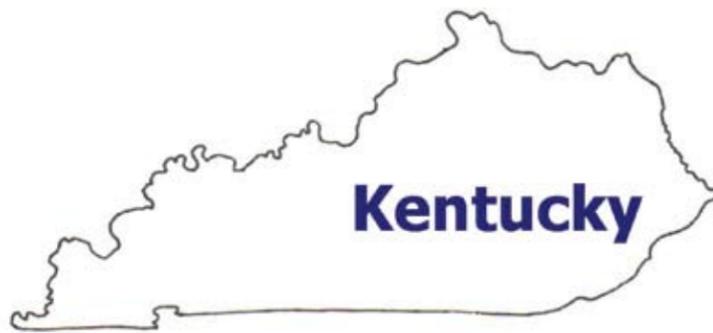
In fact, the past three years, the big grocers have not been able to secure a sponsor to even have a bill filed.

Despite the fact that there is no political or public will in the state to change alcohol laws to allow wine sales in grocery stores, grocery interests have started pouring even more

money into Kentucky in a campaign that, if successful, would put a lot of beverage retailers out of business.

Having been locked in battle in the legislature for the past half-decade, grocery interests took a different tack in 2010 by filing a lawsuit in federal court to allow wine sales in grocery stores.

Unlike other wine lawsuits, this is the first



in recent memory that is based on a challenge to the equal protection clauses of the U.S. and Kentucky Constitutions. One KABR member has already intervened to help defeat the challenge.

Aside from wine in grocery, KABR members are vigilant about other legislative issues – especially taxes.

"A couple years ago they established a sales tax in addition to the already high wholesale tax in Kentucky," said McLean.

"We think we have taken our lick, but you never know. The budget is still in question and anything can happen. We're always cognizant of taxes. That's always an issue."

KABR has also been monitoring any other proposed changes to Kentucky alcohol law, including altering the state's laws concerning drive-thru windows at package stores.

With the development of KABR and its affiliate membership in ABL, one thing is certain: Kentucky's package stores now have friends fighting for them in Frankfort and Washington, DC. |

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director, trade relations & operations
SUSAN DAY DUFFY

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Stepping Down But Not Out

As the saying goes,

“all good things must come to an end.”

The 2011 ABL Convention marks the end of my tenure as President of American Beverage Licensees and I must say it has definitely been a good thing.

But my time serving ABL and its members is not completely coming to an end.

I will continue on with ABL, serving on the Executive Committee of the ABL Board in my role as immediate Past-President, and I look forward to helping others lead this proud organization.

But this does constitute a change for me and ABL.

I am confident in the strong bench of talent that ABL has on its board of directors and among its state affiliates and their ability to maintain the continuity and focus on ABL.

The governance of the association is in good hands and I look forward to working closely with the next ABL President as he assumes the responsibility of leading the association.

It’s hard to summarize the depth of experiences, challenges and success ABL has had in the past two years.

One thing that I am proud of is the association’s renewed focus on membership and growing its membership base.

ABL leadership and staff have both ramped up their efforts to make outreach to potential members, as well as helping to incubate fledgling organizations to get off the ground.

ABL also weathered the storm that last few years, as it faced the realities of a changing economy and tough financial decisions by its members.

The financial crisis and subsequent economic downturn hit a number of ABL affiliates and individual licensees hard, particularly on-premise bar and tavern owners.

Yet membership has not dipped, and I think that is a credit to the value that retailers see in this organization.

I have participated in industry trade associations for the past 20 years.

The value of coming together with my fellow

retailers to work on issues that have a broader impact on the industry and retail tier is of critical importance.

My experience as an officer and then President of ABL has reinforced my belief in the value of associations and ABL in particular.

This past year has been an especially challenging one with the sudden passing of Harry Wiles.

Harry and I worked closely on all of the issues that faced the association and we lost a true leader and champion of our industry last August.

I will never forget his dedication to his work nor his ability to make those in his company feel truly at ease, no

matter the circumstances.

But just as we remember what Harry meant to ABL, we have reason to be excited for the future and building on the foundation he created.

ABL’s executive director, John Bodnovich, has experience and knowledge of the industry in Washington, D.C. and ABL membership and as such, has been able to hit the ground running.

With all the potential that still lies ahead for ABL, and the space it will hopefully grow into, we must also be cognizant of the challenges and changing realities that

“My experience as an officer and then President of ABL has reinforced my belief in the value of associations and ABL in particular.”

face both beverage alcohol retailers and associations.

We must never fail to keep our eyes open to the trends and news of the day and think hard about how it will affect our families, businesses and communities.

Nor can we fail to act on our beliefs and to fight for what we think is right.

There are many people I need to thank for their support and assistance in leading ABL.

First and foremost, I want to thank the ABL staff – John Bodnovich and Susan Day Duffy – for their steadfast dedication to their work and ABL.

We have a tremendous team in the ABL office who are there for ABL members, and for that I’m grateful.

Standing right behind the ABL staff is the ABL Board of Directors, many of whom I’ve gotten to know particularly well the past couple years.

The ABL Board is full of dedicated beverage retailers and executives of state retail associations that truly are on the front lines of policy battles and truly are the face of the alcohol industry.

I’ve gained great perspective from these humble and hard-working people, and I am honored to call them my friends.

I also want to thank those in the industry who support ABL and its mission. ABL’s support of the retail tier wouldn’t be possible without the support of beverage alcohol suppliers, wholesalers and all of ABL’s associate members’ generous support.

That includes the industry trade associations that ABL works so closely with ABL on the issues that affect us all.

As I step down as President, I want to thank all ABL members for the opportunity to serve them, and ask only that they give consideration to stepping up and getting involved themselves, to further promote and defend our great industry. |





Awarded Platinum Best In Class SIP Medal

The people have spoken and awarded 360 Double Chocolate the Platinum - Best in Class SIP medal! The SIP Awards is the only international spirits competition leveling the playing field for established brands and newcomers alike by enlisting consumers as judges.

360 Double Chocolate,
member of the world's first Eco *Friendly* Flavored Vodka Series.

Introducing the newest flavor of the world's favorite spirit, 360 Double Chocolate. Made with Quadruple-Distilled, Five-Times Filtered vodka. It's chocolate just like you want it—deep and deliciously seductive. That's the irresistible result of pairing smooth 360 Vodka with a double dose of sweet white chocolate, and rich dark chocolate flavor. Give it a twist of fruit, or add a splash of cream. Either way, it's a sweet, chocolaty dream in a glass. Presented in 85% recycled bottles with unique, reusable closures. Eco-friendly, from design to debut. Stand out from the ordinary, with the world's first Eco-Friendly Flavored Vodka Series.



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A Message to ABL Members about the CARE Act

I talk to beverage

alcohol licensees from the across the country every day. It's part of my job and one of the more enjoyable parts of it at that.

Whether I'm contacting them or they're contacting me, I'm constantly in touch with off-premise package store owners and on-premise bar and tavern owners, listening to and discussing with them what's on their mind and what is important to them.

As you might imagine, the ABL members I talk to share varied opinions on all sorts of issues based on what may be going on in their legislature, their state regulatory body or even the local media.

Equally, I share with those retailers the latest news from Washington, D.C. and Congress on the issues that matter to them.

I also make sure they are aware of what's going on in the alcohol industry in Washington.

One of my responsibilities is making sure ABL gets accurate and useful information to its members.

That's why I'd like to take this opportunity to directly address all ABL members about a matter that is very well-known to some, but perhaps not to others.

The CARE Act

For more than a year, a debate has taken place over a bill in Congress commonly referred to as the CARE Act.

There has likely been no more heated debate on a single issue that has involved all sectors of our

(H.R. 1161).

At the center of the debate is whether the CARE Act, with its stated goal of strengthening the ability of individual states to assert their authority over federal law, will clear things up or further complicate the issue.

Despite what is said by some to be the straightforward intent of recognizing and reaffirming that "alcohol is different from other consumer products and that it should continue to be regulated by the States", the bill, whatever side you're on, is certainly controversial within the beverage alcohol industry.

The outcomes that would derive from its enactment or failure continue to be heavily debated, with beverage retailers' industry colleagues on both sides of the issue.

It has subsequently come as little surprise that some ABL members and our state affiliates have been asked to publicly weigh-in on the CARE Act.

It is a testament to how far we have come and to the power and influence that ABL members hold that they have been, and will continue to be courted on this issue.

What I want to share with ABL members is where ABL stands on this legislation and how we have gotten to where we are today.

ABL took a position of "neutral" on the CARE Act as it was introduced in the 111th Congress in 2010, and has yet to publicly state a position on the CARE Act introduced in the 112th Congress in 2011.

Despite the absence of recent public comment, ABL has formally stated that it "reserve(s) the right to make a formal declaration on this legislation in the future".

A spirited debate is ongoing amongst the ABL Government Affairs Committee and the ABL Board of Directors as it studies the issue as well as the implications of action.

One consideration is to what degree this issue impacts retailer business or is it a debate taking place between the wholesale and manufacturing tiers.

And ABL continues to go to great lengths to make sure that the opinions of all those involved in this debate are heard.

As you see in these pages of the ABL Insider, we invite and welcome our friends and associates in the beverage alcohol industry to share their opinions and make comment on the issues they deem to be

important.

You will see some you agree with, and some you may not.

ABL does this because we are committed to the belief that these are not small issues that we are facing as a retail tier and as an industry.

Just as with major policy debates of the day over taxes and healthcare, it takes careful consideration and diverse opinions to come to policy conclusions that best serve any industry.

Perspective is also important, and I suspect that the broader issues that surround the CARE Act will continue long past the time this page turns to dust.

ABL Puts Its Members First

ABL is not afraid of making tough choices when it comes to federal policy decisions, and has done so in the past.

But it does not do so on a whim.

In the heat of the debate over the CARE Act, or any other issue for that matter, it is important to remember that ABL is the only organization that puts ABL members and ABL affiliates, and their ability to voice their views through a national association, first.

Whereas those expressing opposing views in this debate are naturally defending their interests first and foremost, ABL answers only to you.

ABL remains strongly supportive of the Three-Tier System and all of the states' rights to implement beverage alcohol policies that are legal, efficient and responsible, but also recognizes the federal role in fair trade and other issues.

That means ABL is supporting its members' rights to participate in the legislative process in state legislatures and have an active role in determining the laws that govern them and their businesses.

ABL will continue to represent its members' interests on federal issues, and while that does not preclude its members from taking positions on federal legislation, it does provide a reasoned option for members who wish to defer to ABL's position on such matters.

This debate is far from over, so please look to ABL to answer any questions you may have about the CARE Act, and to keep to you apprised of developments surrounding it and other federal legislative issues. |

“ABL will continue to represent its members’ interests on federal issues, and while that does not preclude its members from taking positions on federal legislation, it does provide a reasoned option for members who wish to defer to ABL’s position on such matters.”

industry in recent memory.

The CARE Act has taken a couple different titles since it was first introduced in April 2010. Today, its full title is the Community Alcohol Regulatory Effectiveness Act of 2011



WSWA Chairman: Wholesalers and Retailers Must Work Together

My name is Bobby

Harmelin and I have just been elected Chairman of the Wine & Spirits Wholesalers of America at the 68th Annual Convention & Exposition last month in Orlando.

I'm currently Executive Vice President of Allied Beverage Group in New Jersey. My experience in the alcohol beverage business has been lifelong.

My grandfather and uncles started a wholesale distribution and importing company when Prohibition ended.

I've worked in almost every facet of the wholesale distribution side and I have also worked as a retailer in the Washington, D.C., area for the better part of two years when I was in college, so I have some experience and knowledge of how a retail business operates.

There are many challenges facing our industry and at every level.

Consolidation has been ongoing for the last 30 years, is still a constant today and I don't believe this will change.

Consolidation is taking place at all three levels of the three-tier system.

Yet even with the consolidation at all these levels, there are large numbers of new enterprises emerging.

The growth of these new enterprises will have a significant

economic and financial impact on all of our businesses.

The good news about these upstart companies is that they will bring new ideas and fresh thinking to our business which in the long run will help improve the selection of products that we offer to our customers.

Even in an era of consolidation, it's nice to see the entrepreneurial spirit and innovation come to the forefront and thrive.

The major challenge I see for long term health of WSWA (and probably for all of us in the industry) is how we adapt to the current changes and those to come in the future.

As the association's new Chairman, I see three critical issues for WSWA to address over the next year.

association where individual members are committed, well informed and share a common drive to grow their organization.

For wholesalers and retailers, knowledge IS POWER and it's in our/your best interest to be well informed of the current issues that affect us all.

There is strength in numbers and we are committed to building a stronger bond between wholesaler members and the retailers who we serve in our markets.

Ever since the repeal of Prohibition, regulators and legislators have been part and parcel of our industry. However, the government and lawmakers are not our enemies.

Our enemies are complacency and inaction. We must act. That is why the CARE Act is so important

“For wholesalers and retailers, knowledge IS POWER and it's in our/your best interest to be well informed of the current issues that affect us all. ”

The first is strengthening WSWA to maximize its sphere of influence.

Second, enhancing our ability to safeguard our interests.

Third, taking a stand on critical legislation like supporting estate tax repeal, opposing LIFO repeal and lobbying for passage of HR 1161, also known as the CARE Act.

These three issues are the platform with which WSWA intends to go forward in 2011.

If history has taught us anything, it has taught us that we can't afford to be reactive.

We need to be proactive.

WSWA enables wholesalers to do just that. It unifies our individual voices and empowers us to wield more influence.

We create more influence by being connected as an

to the second tier.

The current version of the CARE Act has been renamed and revised to assuage the concerns of many of our partners in the three-tier system.

The bottom line is this: this legislation is about WHO makes decisions regarding alcohol policy, not WHAT those decisions should be.

WSWA is facing many challenges during my tenure as Chairman, and as WSWA's Chairman, my efforts will center around garnering support across all three tiers to pass this landmark legislation. |





Why the CARE Act is Good for Independent Retailers

Today, more than half

a million retailers are integral parts of the state-based system of alcohol regulation along with licensed beer distributors and alcohol suppliers.

It is this American system of alcohol controls that balances healthy marketplace competition with effective alcohol regulation.

It is this system that supports more than 1,750 breweries and 13,000 labels of beer across the U.S.

And it is this system that the CARE Act – the Community Alcohol Regulatory Effectiveness (CARE) Act of 2011, H.R. 1161 – strives to maintain.

Very simply, the goal of the CARE Act is to recognize and reaffirm that alcohol is different from other consumer products and that it should continue to be regulated by the states.

The bill's focus is on who should make decisions regarding alcohol regulation – elected state officials rather than unelected federal judges in distant courts – not what those decisions should be.

Since the repeal of Prohibition nearly eight decades ago, states have effectively regulated alcohol in a way that serves the needs of their citizens.

Over the past six years, however, more than half of the states have been challenged in federal courts by plaintiffs seeking to reduce the states' ability to regulate alcohol.

The National Beer Wholesalers Association (NBWA) has been proud to work with the American Beverage Licensees (ABL) in responding to these litigation threats.

The litigation has also caught the attention of 40 state attorneys general who wrote Congress last year expressing concern about growing threats to their alcohol regulatory systems from litigation.

Attacks on state regulatory systems present a significant burden to taxpayers at a time of record state deficits.

The CARE Act will help limit such litigation by clarifying congressional intent and continuing to keep alcohol regulatory decisions at the state level.

In Ohio Beverage Monthly, Executive Director of the Ohio Licensed Beverage Association (OLBA) Philip Craig articulated this need to preserve local alcohol decision making.

He said, "The OLBA's interest in the CARE Act is to protect state laws that were drafted by the Ohio Legislature."

"When Prohibition was repealed, the 21st Amendment gave the individual states the right to regulate liquor within their borders," Craig continued.

"In Ohio, the OLBA has been part of the conversation regarding liquor regulations and has been instrumental in drafting laws and rules that work in our state. Ohio laws are designed to strike a balance between a variety of interests including ours as well as other types of retailers, distributors, suppliers and the general public."

A wide range of groups have also voiced support for the CARE Act, including law enforcement, health experts, state alcohol regulators and social groups.

The American Trauma Society wrote Congress saying, "When it comes to common sense alcohol laws, we oppose any efforts to weaken local control and oversight. In the face of reckless industry lawsuits intended to sell more alcohol in more places

with less local accountability, The CARE Act of 2011 will uphold the states' ability to maintain smart alcohol policies to reduce the risks of the alcohol-fueled trauma cases we see all too often."

Today's state-based alcohol regulation and the independent three-tier system help maintain an orderly market while allowing healthy competition that helps small businesses like those of ABL members grow.

It's no surprise that independent retailers and beer distributors are strong allies in working to preserve the world's best system for regulating alcohol.

NBWA looks forward to continuing a successful partnership with ABL, and NBWA will also continue outreach to Congress, regulators, attorneys general, state legislators and others in order to strengthen the American system of state-based regulation which has balanced the public's interest in effective regulation with the consumer's desire for choice and variety for nearly 80 years. |

"Attacks on state regulatory systems present a significant burden to taxpayers at a time of record state deficits."



feature | 2011 ABL Convention Preview



Welcome to Milwaukee!

Just as ABL tipped its hat to the distilled spirits and bourbon industry in Louisville, Kentucky last June, America's Beer, Wine and Spirits Retailers are giving a nod to the beer industry this June 12-14 at the 9th Annual ABL Convention in Milwaukee, Wisconsin. With its strong industry presence and remarkable tavern culture, Wisconsin is a natural fit for showcasing the strength and unity of the retail tier of beverage alcohol industry.

ABL Convention headquarters will be the Hilton Milwaukee City Center, located in the heart of downtown Milwaukee and within steps of everything the city has to offer. Coupling that with the array of speakers and social events that are on the schedule, it should be an exciting three days.

SATURDAY, JUNE 11

(Board of Directors Only)

3:30p.m. – 9:00p.m.

DIAGEO

ABL Board of Directors Meeting & Reception
sponsored by Diageo

The ABL Board of Directors will meet from 3:30p.m. – 7:30p.m. on Saturday afternoon. Following the business meeting, Diageo will graciously host a reception for members of the ABL Board of Directors.

4:00p.m. – 6:00p.m.

HELLO
my name is

ABL Convention Registration

The ABL Convention registration desk is open from 4:00 p.m. to 6:00 p.m. on Saturday. Convention attendees will be able to check in and pick up their registration packets. Fully-registered attendees will also be able to pick up their tickets to the Sunday's baseball game.

SUNDAY, JUNE 12

9:00a.m. – 9:55a.m.

**BEVERAGE
MEDIA
GROUP**

Trade Press & Board of Directors Breakfast
sponsored by Beverage Media Group

Beverage Media and its Chairman Bill Slone will once again host the Beverage Media Trade Press & ABL Board of Directors Breakfast on Sunday morning. The breakfast, designated for ABL Board members and industry trade press, affords ABL Board members the chance to discuss industry trends and ways ABL and its affiliates can collaborate with local beverage journals.

9:00a.m. – 11:00a.m.

HELLO
my name is

ABL Convention Registration

The ABL Convention registration desk is open from 9:00a.m. to 11:00a.m. on Sunday in the Hilton Milwaukee City Center. Convention attendees will be able to check in and pick up their registration packets and name badges that will provide them access to Convention events. Fully-registered attendees will also be able to pick up their tickets to Sunday's baseball game.

11:00a.m. – 1:00p.m. & 1:15p.m.

Take Me Out to the Ballgame

11:00a.m. - 1:00p.m. | Tailgate Party *sponsored by MillerCoors & Tavern League of Wisconsin*
1:15p.m. | St. Louis Cardinals v. Milwaukee Brewers *sponsored by MillerCoors*

Beers, brats and baseball will be the order of the day for fully-registered Convention-goers. Join your fellow Conventioneers by heading out to Miller Park to take part in a pre-game Tailgate Party sponsored by MillerCoors and the Tavern League of Wisconsin. Discounted roundtrip transportation is available for five dollars per person roundtrip, or attendees are welcome to make their own arrangements.

Check with the ABL Registration Desk for information on transportation to the ballpark.

After a bit of tailgating, settle in for an afternoon of America's pastime at Miller Park, one of Major League Baseball's most attractive stadiums. The Brewers take on interdivision rival St. Louis Cardinals Sunday afternoon. In between watching all-stars Prince Fielder and Albert Pujols swing for the fences, enjoy the 6th inning sausage race and the antics of Bernie the Brewer at the ballpark. Tickets to the game are included with full-registration to the Convention.



SUNDAY, JUNE 12

6:00p.m. - 8:00p.m.



Opening Night Reception

sponsored by National Association of Beverage Importers

In what is becoming a signature event at the Convention, the National Association of Beverage Importers (NABI) and its member companies will host an Opening Night Reception at the Milwaukee Public Museum. The reception is always a great way to mingle with fellow beverage retailers and sample some of the finest imported beers from around the globe. Just a five minute walk away from the Hilton Milwaukee City Center, the Milwaukee Public Museum is one of the largest museums in the United States, featuring human and natural history exhibits and providing a dynamic and stimulating environment for learning. It's sure to provide a unique backdrop for the evening's event.



MONDAY, JUNE 13

8:00a.m. - 9:00a.m.



E&J Gallo Winery

Continental Breakfast sponsored by E. & J. Gallo Winery

Join fellow convention guests for a Continental Breakfast sponsored E. & J. Gallo Winery on Monday morning. Featured at the breakfast will be new Gallo products for sampling and Gallo ambassadors to talk a little about the products.

8:00a.m. - 12:45p.m.

HELLO
my name is

ABL Convention Registration

The ABL Convention registration desk is open from 8:00a.m. to 12:45p.m. on Monday. Convention attendees will be able to check in and pick up their registration packets.

9:00a.m. - 11:45a.m. | General Session

ABL Executive Director John Bodnovich will open the morning general session by welcoming everyone to Milwaukee and introducing ABL President David Jabour. David is the President of Twin Liquors in Austin, TX and a third generation industry veteran. David has served as ABL's President the last two years and will present the ABL President's report before introducing the morning's featured speakers.



Manny Manuele Manager, Technical Insights and Product Development MillerCoors

Anthony J. (Manny) Manuele is manager, Technical Insights and Product Development for MillerCoors. Mr. Manuele joined Miller Brewing Company in 1978 and held a number of positions within Quality, Research, Brewing, and Process and Product Innovation, working in Miller's breweries in New York, California and Milwaukee, WI where he is currently located. In his current assignment he has responsibility for all technical innovation related to products, packaging, and dispense for MillerCoors, as well as for technical competitive intelligence and consumer science. He has also earned Diploma in Brewing with Distinction from the Institute and Guild of Brewing, London. He is Fellow of the Institute of Brewing and Distilling, and holds memberships in the Master Brewers Association of the Americas (MBAA) and the American Society for Quality (ASQ).



Craft Beer: Examining its Growth and Appeal

Jeff Colbert

Sr. VP, Sales & Marketing
Tenth and Blake Beer Co.

ABL is thrilled to have Jeff Colbert of Tenth and Blake Beer Company kick off Monday morning's General Session with a Key Note presentation. Jeff is the Senior Vice President for Sales & Marketing for Tenth and Blake, an independent division of MillerCoors focused on craft and import beers. Jeff leads a team of 40, overseeing all aspects of the company's sales and marketing. A 16-year veteran of the beer industry, Jeff also serves on the Board of Directors for Coors Distributing in Denver, the Molson Coors Global Leadership Committee and the MillerCoors Diversity and Inclusion Council.

11:45a.m. - 12:45p.m.

SKYY
SPIRITS

Annual Luncheon sponsored SKYY Spirits

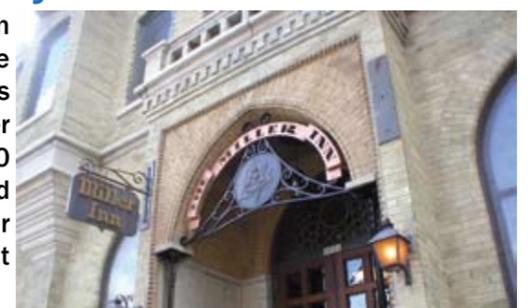
The SKYY Spirits Luncheon will provide a welcome opportunity for Convention attendees to discuss the topics covered in the morning presentations and recharge for the afternoon. Attendees can expect some fine SKYY Spirits products to be on hand at the luncheon.

1:00p.m. - 6:00p.m.



Miller Brewery Tour & Reception sponsored by MillerCoors

Monday afternoon following the morning session and lunch, convention attendees are invited out to the Miller Brewery for a "Hard Hat" tour of the MillerCoors Milwaukee Brewery. Milwaukee Brewery, one of the world's largest, sits on land originally purchased by Miller founder Frederick J. Miller in 1855. Some 800 employees work round-the-clock here, producing 10 million barrels of Miller's leading brands every year. Following the Hard Hat Tour*, guests will have a chance to stop in at the Miller Visitor Center & Gift Shop before heading off to a reception hosted at the Brewery that will include beer, food and entertainment.



*Per OSHA guidelines, safety regulations require that all visitors on a Hard Hat Tour wear:

- Long Pants - No skin exposed.
- Flat, hard-soled enclosed shoes - No skin, socks, or hosiery exposed.
- Individuals cannot wear the following types of shoes on the Hard Hat Tour: Open-toed; High-heeled; Sandals; Tennis or Athletic Shoes.
- Jewelry (including weddings rings), purses and handbags are not permitted on the plant floor.
- If guests arrive not wearing the proper shoes and clothing, they will not be allowed on the plant floor.
- Anyone who goes on the plant floor must be 18 years or older.

8:30a.m. – 9:15a.m.



Continental Breakfast
sponsored by Beam, Inc

Tuesday morning gets started with a Continental Breakfast sponsored by Beam Global Spirits & Wine featuring some of the distiller's finest products.

8:30a.m. – 1:00p.m.



ABL Convention Registration

The ABL Convention registration desk is open from 8:30a.m. to 1:00p.m. on Tuesday. Convention attendees will be able to check in and pick up their registration packets.

9:15a.m. – 12:00a.m. | General Session

Tuesday morning's general session focuses on the communications and advocacy efforts of beverage alcohol industry in Washington, DC and beyond. It features speakers from all three tiers of the industry.



ABL Government Affairs
John Bodnovich
Executive Director, ABL

Named Executive Director in 2010, John Bodnovich originally joined the ABL staff nearly eight years ago. In his previous role as Director of Communications & Public Affairs, Mr. Bodnovich worked on ABL's grass roots programs and communications strategies on behalf of beverage alcohol retailers. Bodnovich's responsibilities also included developing ABL's federal government affairs program, including ongoing federal advocacy efforts on beverage alcohol and retail business policy. Mr. Bodnovich holds a degree in Government & International Relations from the University of Notre Dame and a Master's degree from the Graduate School of Political Management at The George Washington University.



Industry Leaders
Craig Purser
President/CEO, NBWA

Craig Purser became President of National Beer Wholesalers Association (NBWA) in 2005 and has been with the association for over 10 years. He has been instrumental in the strategic positioning of NBWA in the areas of government, public and political affairs and has led the charge by NBWA to strengthen the Three-Tier System of beer distribution and state-based regulation. Mr. Purser also leads the association's outreach efforts with state beer wholesaler associations, brewers, retailers, alcohol regulators, control advocates and other industry allies. As an ABL Diamond Associate Member, NBWA works closely with retailers on legislative and grassroots issues and shares resources to help promote a responsible and successful beverage alcohol industry.



Industry Leaders
Joe McClain
President, Beer Institute

A 29-year Navy veteran, Capt. Joseph S. "Joe" McClain was appointed as President of the Beer Institute in 2010. As the head of the Beer Institute, an ABL Diamond Associate Member, Capt. McClain oversees the national trade association representing companies which produce and import more than ninety percent of the beer sold in the United States. From 2007-2010, McClain was 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.



Industry Leaders
Dr. Peter Cressy
President/CEO, DISCUS

Dr. Peter Cressy joined Distilled Spirits Council of the United States (DISCUS) in September 1999 after building what can only be described as a remarkable resume. Prior to coming to DISCUS, Dr. Cressy spent six years as chancellor of the University of Massachusetts, Dartmouth. Dr. Cressy served 28 years in the United States Navy, retiring as a Rear Admiral and as Commander, Fleet Air Mediterranean and Commander, NATO Air Mediterranean during Desert Storm. Dr. Cressy currently is a member of the board of directors of The Century Council. The Distilled Spirits Council, an ABL Platinum Associate Member, represents America's leading distillers and nearly 80% of all distilled spirits brands sold in this country. DISCUS promotes responsible alcohol use as well as fair and equitable public policies affecting the industry and its consumers.



Industry Leaders
Jim Rowland
Sr. VP, Govt. Affairs, WSWA

Jim Rowland is Senior Vice President of Government Affairs at Wine & Spirits Wholesalers of America, (WSWA) the national trade association representing the wholesale tier of the wine and spirits industry. WSWA, an ABL Diamond Associate Member, is dedicated to advancing the interests and independence of wholesale distributors and brokers of wine and/or spirits. Founded in 1943, WSWA has nearly 330 member companies in 50 states and the District of Columbia that distribute more than 70% of all wines and spirits sold at wholesale in the United States. Prior to joining WSWA in 2003, Mr. Rowland served for two years as Chief Counsel for the Federal Highway Administration at the U.S. Department of Transportation where he coordinated the drafting of the Administration's highway reauthorization legislation as well as serving as chief regulatory officer and congressional liaison.



Each year at the ABL Convention, America's Beer, Wine and Spirits Retailers recognize some of their own, with two awards. These awards are presented to deserving state affiliate associations whose hard work and success in the areas of Government Relations or Communications, are an example for all others to follow.

This year ABL will proudly recognize two affiliates with the ABL Government Affairs Award and the ABL Communications & Public Relations Award.



Bob Mack

**Social Media 101:
Getting Started with Facebook and Twitter**

After getting a broad overview on the increasing relevance of social media for small businesses and beverage licensees at last year's Convention, this year's Convention will build on those core tenets with a seminar titled "Social Media 101: Getting Started with Facebook and Twitter". This presentation will focus on the urgent need for wholesalers, brewers and retailers to stay relevant with today's consumers by engaging them directly in social media. Leading this seminar will be Bob Mack, the Web Developer and new media coach for the World Class Beverages network of craft and specialty beer wholesalers. Bob devotes much of his time working with craft/specialty beer wholesalers, brewers and retailers in perfecting their approach to social media. Bob will be joined by Tenth and Blake Beer Company to talk about how the industry is engaging in social media. World Class Beverages of Indiana is the craft and specialty beer group at Monarch Beverage Company (Indianapolis, Indiana) and anchors the World Class Beverages national network of wholesalers.



7:30p.m. | ABL Top Shelf Award Banquet



**Top Shelf Award Reception & Dinner
sponsored by the Distilled Spirits Council of
the United States**

Tuesday evening and for the fifth straight year, the Distilled Spirits Council of the United States (DISCUS) will sponsor the Final Night Reception, which will feature beverage products from each of DISCUS' 12 member companies. DISCUS is also sponsoring dinner at this year's banquet, an embodiment of their support for ABL and the ABL Convention.

In addition to the reception and dinner, ABL will recognize the 2011 Brown-Forman Retailers of the Year from each of its affiliates, as well as ABL Top Shelf Award honoree Leo Kiely of MillerCoors. A special presentation of the President's Award will also be made, and incoming and outgoing ABL officers will be recognized.

**Retailer of the Year Awards
sponsored by Brown-Forman**

For the 9th consecutive year, the Brown-Forman Retailer of the Year Awards will also be presented during the Final Night Banquet. Long a staple at the ABL Convention, the Retailer of the Year Awards are a meaningful recognition on the part of spirits producers of the importance of responsible and innovative retailers that serve and sell their products. This year's winners will be invited to a private photo reception prior to the Final Night Banquet.



BROWN-FORMAN



**2011 ABL Top Shelf Award
Honoring Leo Kiely, CEO, MillerCoors**

During the Banquet, the 2011 ABL Top Shelf Award will be presented to Leo Kiely, Chief Executive Officer of MillerCoors.

The ABL Top Shelf Award recognizes those who have demonstrated excellence over their careers in the beverage alcohol industry and have a successful history of positive influence on their communities. It is the highest honor given by ABL.

"Leo Kiely has been a fixture in the beer industry for nearly two decades and a key player in the evolving landscape of our industry," said ABL President David Jabour.

"His support for the retail tier and his work to make this a better industry for everyone involved serve as an example for all to follow."

Mr. Kiely, in his role as the Chief Executive Officer of MillerCoors, is responsible for leading the company and is known for his hands-on management style and keen knowledge of the beverage business.

MillerCoors currently employs 8,800 workers with total revenues of approximately \$7 billion per year.

Given annually since 2005, the ABL Top Shelf Award recognizes those members of the beverage alcohol industry who have demonstrated excellence over their career and have a successful history of positive influence on their communities.

Before his current role with MillerCoors, Mr. Kiely was the president and chief executive officer of Molson Coors Brewing Company, a position he accepted in 2005.

Mr. Kiely joined Coors in 1993 as its chief operating officer, and moved into the role of chief executive officer in 2000. "Mr. Kiely joins an elite group of Top Shelf Award recipients who have

demonstrated their love of the beverage alcohol business and their dedication to making our world a better place through giving and charitable efforts that epitomize the spirit of our great industry," said ABL executive director John Bodnovich.

AMERICAN BEVERAGE LICENSEES

9th ANNUAL CONVENTION

June 12-14, 2011

Hilton Milwaukee City Center
Milwaukee, Wisconsin

SCHEDULE OF EVENTS



*This schedule is subject to change without notice

DATE	TIME	EVENT
SAT JUNE 11	1:30 – 3:30 p.m.	ABL Executive Committee Meeting (Executive Committee Only)
	3:30 – 7:30 p.m.	ABL Board Meeting (ABL Board Only)
	4:00 – 6:00 p.m.	ABL Registration Desk Open
SUN JUNE 12	9:00 – 9:55 a.m.	ABL Board of Directors & Trade Press Breakfast (ABL Board Only) <i>sponsored by Beverage Media</i>
	9:00 – 11:00 a.m.	ABL Registration Desk Open
	11:00 a.m. – 1:00 p.m.	Welcome Baseball Fans to Wisconsin "Tailgate Party" <i>sponsored by TLW & MillerCoors at Miller Park</i>
	1:15 p.m.	Milwaukee Brewers v. St. Louis Cardinals Baseball Game <i>sponsored by MillerCoors at Miller Park</i>
	6:00 – 8:00 p.m.	Opening Night Reception <i>sponsored by the National Association of Beverage Importers</i>
MON JUNE 13	8:30 a.m. – 12:45 p.m.	ABL Registration Desk Open
	8:30 – 9:00 a.m.	Continental Breakfast <i>sponsored by E. & J. Gallo Winery</i>
	9:00 a.m. – 12:00 p.m.	General Session: Welcome & President's Report Keynote – Jeff Colbert, Sr VP Sales & Marketing, Tenth and Blake Beer Company Manny Manuele, , MillerCoors
	11:30 a.m. – 12:45 p.m.	Luncheon <i>sponsored by Skyy Spirits</i>
	1:00 p.m.	Miller Brewery Tour & Reception <i>sponsored by MillerCoors</i>
TUE JUNE 14	8:30 a.m. – 1:00 p.m.	ABL Registration Desk Open
	8:30 – 9:15 a.m.	Continental Breakfast <i>sponsored by Beam Global Spirits & Wine</i>
	9:15 a.m. – 12:00 p.m.	General Session: ABL Government Affairs Presentation Beer Institute Wine & Spirits Wholesalers of America National Beer Wholesalers Association Distilled Spirits Council of the United States
	1:30 – 3:30 p.m.	Social Media 101: Getting Started with Facebook and Twitter
	7:30 p.m.	ABL Top Shelf Award Banquet Reception <i>sponsored by the Distilled Spirits Council of the United States</i>
		ABL "Top Shelf" Award – Leo Kiely, CEO, MillerCoors "Retailer of the Year" Awards <i>sponsored by Brown-Forman</i>
	8:30 p.m.	Dinner (Jacket suggested) <i>sponsored by the Distilled Spirits Council of the United States</i>



REGISTER NOW

NAME _____

GUEST NAME _____

COMPANY/ESTABLISHMENT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

EMAIL _____

PAYMENT

ABL Member Registration Fee (Per Person)

\$250 x _____ = \$ _____

Non-Member Registration Fee (Per Person)

\$275 x _____ = \$ _____

- Fee Includes All Events, Seminars/Sessions and Hospitality Events
- CANCELLATION REFUND FEE: \$25.00 PER PERSON
- Call ABL at 888/656-3241 with any questions
- Visit www.ablusa.org for updates

This is my first time attending the ABL Convention: (circle one) **YES** **NO**

Do you plan on attending the baseball game*: (circle one) **YES** **NO**

*Admission to the Milwaukee Brewers game on Sun, June 12 at 1:10pm is included for pre-paid **FULL** convention registrants only.

ACCOMMODATIONS

The **Hilton Milwaukee City Center** - ABL's Convention Hotel - is offering very attractive rates of just \$139 (+ state & local taxes) per night, single or double occupancy.

The deadline for this rate is May 18, 2011.

- Make your room reservations now by calling the Hilton Milwaukee City Center at 414/935-5940.
- Identify yourself as part of ABL in order to receive the special room rate.
- Please have your credit card, arrival and departure dates on hand when you call.

MAIL THIS FORM WITH YOUR PAYMENT BY CHECK TODAY!

American Beverage Licensees (ABL)
5101 River Road, Suite 108
Bethesda, MD 20816



Interchange Swipe Fees, Alcohol Legislation on the Agenda in Washington

With the 112th Congress in full-swing, a number of alcohol and small-business issues have cropped up in Congress. ABL has been monitoring legislation, organizing grassroots advocacy and working on behalf of beverage alcohol retail licensees.

Swipe Battle Intensifies as Big Banks Move to Delay Reform

Beverage retailers have joined with merchants of all stripes and sizes to support the implementation of rules governing debit card swipe fees imposed on retailers by big banks and credit card companies.

The passage of the financial reform bill last year, which included the critical “Durbin Amendment”, called the Federal Reserve to study and recommend fair and reasonable debit card interchange fees.

Since January, the big banks and credit card companies have launched an all-out assault on the pending rules.

The latest salvo in this fight came on March 15 with the introduction of the Debit Interchange Fee Study Act of 2011 (S.575) in the Senate.

The bill was introduced by Sens. Bob Corker (R-TN) and Jon Tester (D-MT) and suspend for two years the implementation of a provision in the 2010 financial regulatory overhaul limiting the fees that banks can charge retailers for processing debit card payments.

It also would require a study of the “interchange” fee issue.

The House followed suit the same day with the introduction of a similar bill titled the Consumers Payment System Protection Act (H.R.1081).

The House bill would delay the rule for one year rather than the two.

The Senate bill has 16 cosponsors while the House bill currently has 91 cosponsors.

The retail community and beverage alcohol retailers have been fighting back and asking Members of Congress to refrain from cosponsoring these bills.

Senator Durbin has spoken out strongly against the legislation and attempt to derail the debit card

swipe fee reform process.

In a statement on the Senate legislation, Senator Durbin stated that, “Every month we delay limiting the amount banks and credit card companies charge merchants means another \$1.3 billion bailout for Visa, MasterCard and their big bank allies.

The \$13 trillion banking industry doesn’t need another handout - especially one paid for by small business and American consumers.

He also noted that “Of the \$16.2 billion in annual fees, half is estimated to go to just ten giant banks.”

ABL members have been actively engaged in the fight with groups of licensees from Wisconsin and Wyoming flying into Washington to meet with their delegations to press the issue.

During the ABL Spring Board of Directors meeting in March, ABL members made visits to the Hill to make the case for merchants and more importantly, their customers.

Beverage retailers will continue to be called upon to keep up the fight until the final rules are implemented, hopefully in July, and ABL will continue its coalition efforts to make sure debit card swipe fee reform becomes a reality.

CARE Act Reintroduced in Congress

The Community Alcohol Regulatory Effectiveness (CARE) Act of 2011 (H.R.1161) was introduced on March 17th in the House of Representatives by Rep. Jason Chaffetz (R-UT).

He was joined by Reps. Bruce Braley (D-IA), Howard Coble (R-NC), John Conyers (D-MI), Ted Deutch (D-FL), Jim Jordan (R-OH), Dennis Ross (R-FL) and Debbie Wasserman Schultz (D-FL).

First introduced in 2010 as the Comprehensive Alcohol Regulatory Effectiveness Act, this year’s version contains language similar to that in offered as an amendment to the original language last year.

The CARE Act’s primary stated purpose is to “recognize and reaffirm that alcohol is different from other consumer products and that it should continue to be regulated by the States” by amending the Webb-Kenyon Act to include:

“SEC. 3. SUPPORT FOR STATE ALCOHOL REGULATION.

“(a) DECLARATION OF POLICY— It is the policy of Congress to recognize and reaffirm that alcohol is different from other consumer products and it should continue

to be regulated by the States.

The CARE Act once again has the strong support of the wholesale tier of the beverage alcohol industry, and is strongly opposed by the supplier tier of the industry.

To date, no national alcohol retailer organization has gone on the record as supporting or opposing the legislation, including ABL.

The bill currently has 69 cosponsors in the House or Representatives. No hearings on the legislation have been scheduled at this time.

STOP Underage Drinking Act Calls for More Money for Prevention & Research

On April 14, Rep. Lucille Roybal-Allard (D-CA) introduced the STOP Underage Drinking Act (H.R. 1562).

It currently has two cosponsors – Reps. Frank Wolf (R-VA) and Rosa DeLauro (D-CT).

Senator Frank Lautenberg (D-NJ) has introduced a similar bill in the Senate (S. 854) with no cosponsors to date.

The original STOP Act was passed in Congress in 2006 though only after modifications that won it the support of parts of the beverage alcohol industry. The reauthorization and expansion language contained in this new version does raise some questions.

Portions of the bill repeated call for vaguely-defined “science-based strategies” to reduce underage drinking.

There is also a language calling for “surveillance data, including information on the onset and prevalence of underage drinking, consumption patterns, beverage preferences and analysis of policies including restrictions on low-price, high volume drink specials and policies designed to reduce alcohol advertising messages attractive to youth and youth exposure to alcohol advertising and marketing in measured and unmeasured media;”

The bills would also seek studies on policies to restrict youth access to alcoholic beverages that may pose special risks to youth, including but not limited to alcoholic mists, gelatins, freezer pops, pre-mixed caffeinated alcoholic beverages, and flavored malt beverages. |

calendar of events

JUNE 12-14, 2011

AMERICAN BEVERAGE LICENSEES
9TH ANNUAL CONVENTION
MILWAUKEE, WI

JUNE 20-24, 2011

NATIONAL CONFERENCE OF STATE LIQUOR ADMIN.
ANNUAL CONFERENCE
LAS VEGAS, NV

JUNE 29, 2011

INDIANA ASSOCIATION OF BEVERAGE RETAILERS
2011 IABR GOLF TOURNAMENT
INDIANAPOLIS, IN

JUNE 29, 2011

NEW JERSEY LICENSED BEVERAGE ASSOCIATION
NJLBA ANNUAL PICNIC
LOCATION: TBD

JULY 17, 2011

INDIANA LICENSED BEVERAGE ASSOCIATION
ILBA ANNUAL GOLF OUTING
MUNCIE, IN

JULY 31- AUG 2, 2011

TEXAS PACKAGE STORES ASSOCIATION
2011 TPSA CONVENTION AND TRADE SHOW
SAN ANTONIO, TX

SEPT 11-13, 2011

ILLINOIS LICENSED BEVERAGE ASSOCIATION
126TH ILBA ANNUAL CONVENTION & MEETING
EFFINGHAM, IL

SEPT 12-15, 2011

MONTANA TAVERN ASSOCIATION
56TH ANNUAL MTA CONVENTION & TRADE SHOW
RED LODGE, MT

SEPT 19, 2011

OHIO LICENSED BEVERAGE ASSOCIATION
BUCKEYE BAR EXPO
COLUMBUS, OH

SEPT 20-22, 2011

ALASKA CHARR
ANNUAL CONVENTION
KENAI, AK

OCT 3-6, 2011

TAVERN LEAGUE OF WISCONSIN
FALL 2011 CONVENTION & TRADE SHOW
APPLETON, WI

OCT 12, 2011

MASSACHUSETTS PACKAGE STORES ASSOCIATION
MASSPACK TRADE SHOW
MARLBOROUGH, MA

OCT 15, 2011

INDIANA ASSOCIATION OF BEVERAGE RETAILERS
BEER, WINE & SPIRITS INDUSTRY TRADE SHOW
INDIANAPOLIS, IN

OCT 15-17, 2011

AMERICAN BEVERAGE LICENSEES
FALL BOARD OF DIRECTORS MEETING
INDIANAPOLIS, IN

Colorado Beverage Licensees

Defeat Business-Killing Legislation

Colorado Licensed Beverage Association Leads the Charge

The past five years

have been like a bad horror movie for Jeanne McEvoy.

Every time she thought the monster had been killed, it came back yet again from the dead to attack.

For McEvoy, the President & CEO of the Colorado Licensed Beverage Association (CLBA), that monster was a couple of beer in grocery and convenience store bills in the Colorado House and Senate that, had they not been killed in the legislature, would have meant the end of numerous Colorado small businesses.

Yet for the fifth straight year, and despite being outspent by deep-pocketed, out-of-state corporate behemoths, McEvoy, her members and an aggressive coalition of like-minded interests, beat back the beast.

Only one question remains: Are they really

Following the passage of a law in 2008 allowing liquor stores to sell beer on Sundays, convenience stores began arguing that they were losing Sunday beer sales.

This led them to lobby harder to get a law passed allowing them full-strength beer sales.

The state legislative session began in Colorado this year just like the last few.

Legislation was introduced in the House and Senate to allow convenience stores to sell full-strength beer. The two bills at issue were SB194 and HB1284.

Similar but not the same, the Senate bill would have allowed convenience stores to sell full-strength beer and would allow liquor stores to sell 3.2 percent beer, whereas the House bill would have simply allowed grocery and convenience stores the right to sell full-strength beer.

For 90 days, the legislature entertained the idea of these bills becoming law, undergoing hearings with testimony from both sides.

But when the dust settled, it was an overwhelming sentiment against each piece of legislation that swept them from the realm of possibility this year.

The Senate bill failed to gain the 18 votes it needed to pass and House bill failed to garner even a third of the House's support.

Impressive Coalition Building & Grassroots PR Campaign

Perhaps the most impressive part of the successful campaign against the bills was the large and diverse group of stakeholders that joined in coalition and coordinated their efforts.

The group included the CLBA; Coloradans for Safety; the Korean Retail Liquor Association; Pueblo Licensed Beverage Association; the Distilled Spirits Council; Diageo; the Colorado Wine & Spirits Guild and the Colorado Brewers Guild.

"The beverage alcohol industry is quite fortunate to have the best coalition of lobbyists available in this great state," said McEvoy. "It's an honor to work side-by-side with these professionals. Their expertise, experience and tenacity were the foundation for their ability to 'get the job done'."

In addition to the solid grassroots coalition, CLBA took it a step further by retaining the services of a media and public relations firm

to help mold and position their message before the public at large and equally as important, the policy makers who would ultimately vote on these bills.

Said McEvoy, "On Sight Public Affairs guru, Ben Davis took our problem and set out a



“After four years of overwhelming opposition to out-of-state interests’ attempts to hurt Colorado small businesses, it’s time to put this issue out of its misery.”

going to have to go through this horror movie again?

“After four years of overwhelming opposition to out-of-state interests’ attempts to hurt Colorado small businesses, it’s time to put this issue out of its misery,” said McEvoy. “Coloradans have now made it clear: We support small businesses.”

McEvoy wasn’t alone in her sentiments.

Sen. Lois Tochtrop, D-Thornton, an opponent of the bill, said “‘Groundhog Day.’ That’s the perfect movie” to describe the bill.

“I just find it ludicrous that they continue to bring it forward when there is no political will.”

Beer Bills Bad for Beverage Business

Under Colorado law, only liquor stores and restaurants are allowed sell full-strength beer.

Convenience stores and grocery stores may only sell low-alcohol beer, less than 4 percent alcohol by volume or 3.2 percent by weight.

course of solutions that was grounded in well-established press relations.”

“The number of articles that succinctly described the economic harm and the public safety threats of the legislative proposals in question were exceptional.”

The campaign was responsible for a raft of positive editorials and opinions in state and local media.

“I want to congratulate the members of the Colorado Licensed Beverage Association for their hard-fought victory in the battle to preserve small businesses and jobs provided by Colorado’s independent beverage alcohol retailers,” said ABL executive director John Bodnovich in a letter to ABL’s Colorado affiliate.

“With the defeat of SB 194 and HB 1284 in the Colorado legislature, CLBA deserves the recognition and admiration of independent beverage licensees across the country for putting on notice those who seek to force independent beverage retailers out of business and dismantle effective state alcohol laws.”

The End...?

All that’s left to be asked is if this horror movie will be re-run once again next year. Unfortunately, that seems more likely than not.

Despite tepid support in the legislature this year, and lukewarm enthusiasm by Coloradans to “fix” alcohol laws that are not broken, the convenience store industry has already indicated that they’ll be back in 2012.

The monster may come back, but fortunately for independent beverage retailers in Colorado, they know there are the Jeanne McEvoy’s of the world ready to kill it. |

tavern month

Taverns & Bars Celebrate “Tavern Month” This May

Local Independent Businesses Reflect on Tradition, Jobs Provided in Communities

This May, America’s Beer, Wine and Spirits Retailers encourage everyone to recognize their local bars and taverns by celebrating Tavern Month.

Tavern Month is a chance to raise awareness of the long-standing role of local bars and taverns in communities large and small across the United States.

Long known as the “Friendliest Place in Town”, the American bar and tavern represent the best of social culture and the community spirit that is at the core of the country’s civic fabric.

Bars and taverns give to thousands of charities, provide millions of jobs and entertain tens of millions of patrons each year.

“Ask just about anyone 21 years of age and older and chances are they have been in a bar or tavern to celebrate good times with good friends,” said ABL executive director John Bodnovich.

“We should never take for granted the role local bars and taverns play in American culture.”

“We’re raising a glass to the more than three hundred thousand bars and taverns this May, and the people who help provide memorable moments to millions of Americans each year, and jobs to millions more,” said Bodnovich.

Today’s bars and taverns reveal the changing cultural norms of the country while still reflecting the fiercely independent spirit of bar and tavern owners.

Bar and tavern owners continue to place a strong emphasis on responsible service by training employees and incorporating programs to prevent drunk driving and underage access to alcohol.

“Bar and tavern owners understand the responsibility that comes with serving beverage alcohol and they take it very seriously,” said Bodnovich.

“By using technology, training, and partnering with other members of their communities, they are doing their part to thwart underage access and alcohol misuse.”

As the retail tier of the Three-Tier System, bar and tavern owners work with state regulators and elected officials to support sensible beverage alcohol policy.

They are the face of the broader hospitality industry and are quick to take up arms against those who would attack their lawful businesses.

Bars and taverns are also places where trends and tastes are developed and customers can sample from a vast variety of products.

Each independent bar and tavern



maintains its own unique identity and appeal to its customers.

Whether it’s a wine bar, a corner pub, a trendy lounge or a family-owned and operated tavern, they all provide a setting for meetings, remembrances and celebrations that is unique to their geographic area and customers.

Tavern Month has been celebrated each May for 58 consecutive years by American Beverage Licensees, the largest national trade association dedicated to supporting and promoting the beverage alcohol retail community, and its on-premise predecessor, the National Licensed Beverage Association.

ABL is joined by its state and local bar & tavern association affiliates this year to spread the word that May is Tavern Month...Let’s Celebrate! |

industry news

Responsible Retailing Forum Meets in Utah

The Responsible Retailing Forum (RRF) held its 9th Annual Forum in Park City, Utah this April.

The conference examined non-traditional public-private partnerships to counter underage alcohol access.

Alcohol regulators, attorneys general and public health/prevention stakeholders from Washington, D.C. and 24 states met with distillers, brewers, distributors, retailers and associations to foster underage sales prevention.

Brad Krevor, President of the RRF, said “To truly make an impact in preventing underage alcohol sales, public agencies need to work collaboratively with licensees, their distributors and suppliers in a problem-solving approach to address community alcohol issues, such as 3rd party sales, fake IDs and furnishing of alcohol to underage users.”

The Responsible Retail Forum, a leading national researcher in the field of preventing underage sales of age-restricted products, unveiled a new report, “Responsible Retailing Practices for On-Premises Alcohol Serving Establishments”.

National alcohol stakeholders were asked to promote the adoption of these practices.

The conference also reported on the field-testing of a responsible retailing model that supports the needs of all retailers that sell alcohol and takes a joint approach to keep communities - and kids - safe.

For more information and responsible retailing resources, including reports, visit www.RRForum.org.

U.S. Centers for Disease Control (CDC) Task Force Recommends Against Further Privatization of Alcohol Sales

On April 12th the US Centers for Disease Control (CDC)’s Task Force on Community Preventive Services announced the decision and rationale for recommending against further privatization of alcohol sales.

The website states, “Based on its charge to identify

effective disease and injury prevention measures, the Task Force on Community Preventive Services recommends against the further privatization of alcohol sales in settings with current government control of retail sales, based on strong evidence that privatization results in increased per capita alcohol consumption, a well-established proxy for excessive consumption.”

The Task Force finding, presented on the CDC website, was made in February 2011. It was based on a systematic review of all available studies, conducted on behalf of the Task Force by a team of specialists in systematic review methods, and in research, practice and policy related to excessive alcohol consumption.

WSWA Holds Successful Convention

The Wine & Spirits Wholesalers of America (WSWA) 68th Annual Convention & Exposition concluded in Orlando on April 12 with a General Business Session featuring former New Mexico Governor Bill Richardson. Close to 1,900 WSWA members and suppliers from leading wine and spirits companies attended the three-day convention that featured several successful new attractions.

New this year were general sessions on all three days. The Opening General Session featured retired U.S. Army General Stanley McChrystal, a former commander of U.S. and international forces in Afghanistan. The second day keynote was Daniel Okrent, author, editor and actor, who recently published *Last Call: The Rise and Fall of Prohibition* (2010).

During the third day General Business Session, WSWA President and CEO Craig Wolf delivered his remarks with the backdrop of his upcoming deployment to Afghanistan. Wolf, who is also a captain in the U.S. Army Reserves, JAG Corps, talked about the successes of this year’s convention and how pleased he was overall.

Senators Want to End Mobile apps for DUI Roadblocks

In March, U.S. Senators. Frank Lautenberg (D-NJ), Harry Reid (D-NV), Charles Schumer (D-NY), and Tom Udall (D-NM) have written an open letter to smartphone providers Apple, Google, and RIM asking that those companies stop offering applications that identify the locations of police roadblocks.

USA Today has reported that “with the spread of traffic cameras and police agencies pumping up revenue from traffic citations, drivers are relying on devices and applications that alert them to such law enforcement tools as speed and red-light cameras, speed traps, school zones and DUI checkpoints.”

Attorneys General in 17 states voice opposition to new Pabst product

With the Four Loko uproar now in the rearview mirror, the social health community has been joined by 17 attorneys general in asking Pabst Brewing Co. to stop producing a new malt beverage promoted by rapper Snoop Dogg.

A letter sent to Pabst Brewing Co., by Maryland Attorney General Douglas F. Gansler states “Blast” by Colt 45 is a ‘binge-in-a-can’ that targets youth.

Gansler was joined by attorneys general from Arizona, California, Connecticut, Guam, Idaho, Iowa, Illinois, Kentucky, Maine, Massachusetts, New Mexico, Ohio, Oklahoma, Tennessee, Utah, and Washington.

It appears that the focus has shifted from the alleged dangers of mixing caffeine with alcohol to seeking more awareness on what constitutes or encourages binge drinking.

Social health advocates argue that the Blast can’s colorful design, as well as its hip-hop marketing campaign, invariably mean that the product is marketed to youth.

Pabst officials have responded that the amount of alcohol contained in the drink is clearly labeled on packaging. |

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

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Constellation Brands
Moet Hennessy USA
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Arkansas Beverage Retailers Association

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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 Association of Beverage Retailers
 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

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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. |