

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

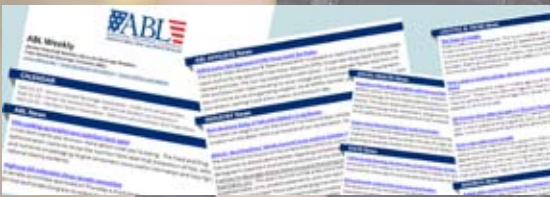
# ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 5, NO. 4 | WINTER 11



## *Celebrating Package Liquor Stores This November*

*Delivering taste, choice, and service  
to the American consumer*



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## a word before



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## ABL Launches E-mail News Brief and More Online Resources

As an active businessperson, it can be challenging to keep up with the news that impacts our industry. That's why American Beverage Licensees (ABL) has launched *ABL Weekly*, a once-a-week e-mail containing editorial items from ABL and links to news stories that matter to beverage alcohol retailers.

You may already see some of the *ABL Weekly* news items and stories in other publications that serve the alcohol industry in general. Our goal is to highlight those stories that are most relevant to the retail tier of the industry. We hope this will save you time by condensing the week's relevant news articles or highlighting anything that you may have missed.

We kept the design simple so you can read and navigate the material from mobile devices as easily as your computer screen. The content and size will vary a bit from week-to-week

based on events and news. You'll also see news about other ABL members and state affiliates that we hope you find useful.

The *ABL Insider* will continue to feature the longer-form articles and news features that you've come to expect, and arrive in your mailbox in print form on a quarterly basis.

ABL will continue to explore ways to inform, educate and assist our members and those with an interest in the beverage alcohol industry as we grow. *ABL Weekly* is the latest step in that effort, and we hope you enjoy it!

### More Online Resources

ABL introduced you to our newly-relaunched website in the last issue of *ABL Insider*, but we have more exciting news about our web presence.

Within [www.ABLUSA.org](http://www.ABLUSA.org), we have created a password-protected "Members Only" section to share important information with ABL members.

Within the site are resources for members and affiliates, such as the latest legislative update from Washington; educational materials, including the Social Media seminars from the 2011 ABL Convention; and archived issues of *ABL Insider* and *ABL Weekly*.

Since this site is password protected, you will need to contact your state affiliate to learn more about how to access the information in the website.

If you have suggestions for information or content, please contact Rosanne Ferruggia at the ABL office. We want to hear from you! |

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# Retailer & Distributor Shared Interests Discussed at NBWA Convention

This October I had the good fortune of attending the National Beer Wholesalers Association (NBWA) 74th Annual Convention & Trade Show.

In addition to meeting with beer distributors from across the country, I had the opportunity to sit on a panel in front of more than 3,000 attendees and discuss the importance of an orderly marketplace when it comes to beverage alcohol distribution and sales.

I was joined on the panel by fellow ABL Board member and executive director of the Ohio Licensed Beverage Association, Phil Craig; P.J. Stapleton of the Pennsylvania Liquor Control Board and National Alcohol Beverage Control Association chair; and Michael Homeyer of U.S. Bank.

The panel was moderated by Eric Best, general manager/partner of Bob Hall LLC in Maryland.

Over the course of an hour, we discussed a variety of topics that beer distributors and beverage retailers share in common.

I must admit, this came relatively easy to me thanks to my relationship with beer distributors and wine & spirits wholesalers in Maryland.

We're very lucky in my home state of Maryland to have a very good relationship with our distributors.

We may not always agree on issues, but we have an honest and open dialogue that allows us to work together on many important matters and disagree amicably when we see things differently.

Just like my store, beer distributors (and their wine and spirits brethren) are family businesses with roots in their communities, and we treat each other with respect.

Sharing the same goals - profitability, responsibility and respectability - are at the core of any good business relationship.

As I told the audience at the conference, I got into business to make a

profit, but I understand that when you are selling an age-restricted product like beverage alcohol, a win-at-all-costs attitude does not apply.

We've operated in a regulated system that has served Americans quite well and continues to afford thousands of choices when it comes to beer, wine and spirits.

New products are available on a weekly, if not daily, basis and it is that variety that has fueled the interest and intrigue in the alcohol and hospitality industry.

While I thought our panel at the NBWA Convention covered some important ground, I was also impressed with the other speakers at the event and the messages that they share with the audience.

Steve Lytle of Columbia Distributing Co. in Portland, Oregon, and newly elected Chairman of the Board for NBWA brought an exciting energy to the crowd, talking about the successes of the past year including and increased understanding of the three-tier system.

Tom Long, Chief Executive Officer of MillerCoors LLC, spoke about changes in the beer industry and how brewers could learn a few things from the success of spirits marketers and their growth in recent years.

He also talked about MillerCoors' Three-Tier System Doctrine and its commitment to working together with beer wholesalers and retailers to preserve the best system in the world.

It's refreshing to see the three tiers of the industry coming together at the NBWA Convention to be honest with one another and publicly recognize that by working together, we will all be more successful.

Once again, many thanks to NBWA and its leadership for their invitation to represent ABL and all retailers at their signature event. Cheers! |

**Sharing the same goals – profitability, responsibility and respectability – are at the core of any good business relationship.**



Chuck Ferrar, second from right, discusses orderly markets at the 2011 NBWA convention.



## 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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[Vodka360.com](http://Vodka360.com)

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# The Lessons of Prohibition, Past and Present

## If you watch television

or read newspapers or surf news sites on the Internet, you've probably run across a least one mention of the new Ken Burns documentary "Prohibition."

In the three-part, six-hour program, which first aired on PBS stations in early October, the renowned filmmaker uses his iconic style to tell the story of Prohibition, framing the grand, failed experiment as an allegory for political movements writ large and the human condition that repeated has us asking "who are we?"

This October, I had the opportunity to attend a luncheon at the National Press Club that featured documentary filmmaker Ken Burns as the speaker.

Burns was promoting his new film and gave a very impassioned speech about why he chose to examine and tell the story of Prohibition.

A genial man, Burns shared a few of the stories from the film – from the

rise of the Anti-Saloon League, which was, as he put it, the most influential organization that no one has ever heard of, women's temperance groups, and the interplay of the dry movement with women's suffrage.

Most striking from Burns remarks were the parallels he drew between the Prohibition fight and the political battles today.

The names, faces and issues change but the core of the argument, strategy and tactics do not, argued Burns.

Whether the rise of the "Tea Party" or more recently the "Occupy (fill-in-the-blank)" protests, the formation of today's political movements are not all that different from those prior to and during Prohibition.

Similarly, *Last Call: The Rise and Fall of Prohibition*, a book

written this year by Daniel Okrent, provides an even deeper dive into Prohibition and the reasons for its implementation and eventual demise.

The cast of historical characters who had a role to play in Prohibition is broad and touched those in nearly all walks of life.

The stunning fact that Americans would allow themselves to be legally denied alcohol was only trumped by the millions of people who broke or avoided the law one way or another.

## An Opportunity for Self-Reflection

What this film and book provide is an opportunity for self-reflection by not only those who enjoy beverage alcohol products, but more importantly the industry that produces, distributes and retails these items.

It also has led those of us who care about this industry and the fine people who provide its warmth and character, to not take lightly threats to its well-being.

And frankly how could anyone whose business is too often mislabeled as the "sin industry"?

Fortunately, we have worked hard to remind the public, media and elected officials that beverage retailers and the hospitality industry as a whole are hard-working, job-creating, responsible people.

## But could Prohibition ever happen again?

It's a question that comes up from time-to-time amongst friends. What would it be like if alcohol was once again illegal in this country?

First and foremost, it would mean the loss of billions of dollars to the economy and in taxes. It seems unfathomable, just as I am sure it did to those more than 80 years ago.

It would also mean the evaporation of millions of hospitality industry jobs and catastrophic losses in income for an untold number of Americans.

The economics notwithstanding, Prohibition has shown that it can be dangerous and ineffective to legislate morality as defined by a motivated few.

In the case of Prohibition, the Anti-Saloon League pushed its view of morality on the United States and Americans eventually rejected it.

The failure of Prohibition also shows us that a one-size-fits-all approach to governing – and this is the ultimate one-size-fits-all public policy – is a failed philosophy.

Whereas life takes place in shades of grey, so must our public policies and laws account for this reality.

In the end, Americans' appreciation for beer, wine and spirits and their acknowledgement of alcohol's role in our society is one of the lasting lessons from Prohibition and likely why it will never be duplicated.

But its very existence in our history is why we must continue to guard against its return in any form. |

**The names, faces and issues change but the core of the argument, strategy and tactics do not.**



John Bodnovich and Susan Duffy with Ken Burns



## The Gathering Storm

In 2010,

Washingtonians soundly rejected Costco's first attempt at deregulating the three-tier system. However, this year Costco returned with I-1183 which quickly became the biggest issue confronting our industry in 2011.

While Costco presented I-1183 to voters as a simple privatization measure it is actually a wolf in sheep's clothing that will deregulate the state's entire wine and spirits distribution system. To fight this threat a coalition of retailers, wholesalers, community-based organizations, unions, substance abuse and violence prevention groups, law enforcement, emergency responders and elected officials - all worked together to educate the public about the dangers of I-1183. Unfortunately, COSTCO was able to outspend our coalition by more than 2-1 and at press time the outlook is doubtful.

Costco's record-setting spending drew the ire The News Tribune of Tacoma, Washington. The Tribune came out against I-1183, accusing Costco of trying to buy the election writing, "We're not enamored by the spectacle of a single company, Costco, attempting to purchase an election and buy a state policy that would pump untold millions into its bottom line."

WSWA salutes the American Beverage Licensees (ABL), and its nearly 20,000 members for being on the frontline of this battle. Noting the "nightmare" the initiative would create and its potential to endanger the highly effective three-tier system, ABL Executive Director John Bodnovich stated in an open letter, "We joined with concerned Washington State residents and businesspeople to oppose I-1183, which would create an unlevel playing field for small businesses, raise taxes and lead to fewer jobs for Washington State workers."

The battle in Washington is coming to an end but the principles of I-1183 loom as a gathering storm that threatens to spread to other states. Costco has already indicated that if they are successful in Washington

they expect to pursue a similar measure in Oregon. In all, 21 states allow statutes to be placed on the ballot and there is no reason to believe that Costco won't continue to pursue its agenda in any number of these states.

WSWA and ABL have a long history of standing together to fight the threats of deregulation whether it be from litigation, legislation or ballot initiative. Together we believe that a well-regulated alcohol marketplace is crucial to the safety of our consumers and the health of our industry. This partnership will be crucial in defending our industry against the forces of deregulation in the future.

In Washington, ABL once again answered the call to defend the principles of the three-tier system, and WSWA is proud to stand with ABL and its membership as the stalwarts in defense of a regulated system that has proven to be the best in the world. WSWA thanks you for your steady and continued support both in Washington and in the battles to come. |

**Editor's Note:**

On November 8, 2011, Costco's multi-million dollar campaign to overturn long-standing liquor laws succeeded in Washington state.

ABL is working with industry partners to monitor what will happen in Washington now that the measure has passed. .

We will keep you informed of the progress of any legal contests or future consequences of this development.

**NO I-1183**  
**Protect Our Communities**

Costco wrote the initiative and poured millions into paid TV ads and slick mailers to fool voters into approving the measure. The true agenda was clear: elimination of the three-tier system and the creation of a system that favors their business model at the expense of other retailers and without regard to public safety. Similar to our efforts against Costco's failed initiative attempt in 2010, WSWA opposed I-1183 because the initiative is fundamentally opposed to the three-tier distribution system that has benefited suppliers, wholesalers, retailers and consumers.

**“Together we believe that a well-regulated alcohol marketplace is crucial to the safety of our consumers and the health of our industry. This partnership will be crucial in defending our industry against the forces of deregulation in the future.”**



# Communicating the Lessons of Prohibition

In recent months,

a fascination with the culture of Prohibition has taken hold in our country, as HBO's popular Prohibition-era television series *Boardwalk Empire* launched its second season and renowned director Ken Burns' three-part television documentary, *Prohibition*, premiered in October. The impressive ratings for each of these productions reveal America's strong interest in this compelling, yet dark, chapter in our nation's history.

By bringing the unintended consequences of Prohibition and the failures of this one-size-fits-all system back to life on screen, these dramatic depictions shine a national spotlight on the important role that Prohibition played leading up to the 21st Amendment. American Beverage Licensees (ABL) members and beer distributors across the country know that the repeal of the 18th Amendment and national Prohibition, and the lessons learned from it, paved the way for today's effective system of state-based alcohol controls. Society's renewed interest in this time period offers a valuable opportunity for us to further educate the public about the origin and benefits of today's system of alcohol controls. As an industry, it's important that we come together to communicate the lessons of Prohibition and the success of the system we have today.

The U.S. Constitution was written to ensure "the blessings of liberty" for all its citizens. Yet the 18th Amendment stands apart as an amendment specifically designed to limit, not advance, individual freedoms. Enacted in 1919, the 18th Amendment banned the manufacture, sale, and transportation of alcohol within the United States. Thus began the era of Prohibition that remained the law of the land for 13 long years before it was repealed by the 21st Amendment.

Prior to Prohibition, alcohol abuse was widespread. However, instead of dealing with the issue through appropriate regulation, a wide variety of political interests aligned and a one-size-fits-all, nationwide approach was adopted – banning alcohol outright. The effort drove

drinking underground, created celebrity gangsters and made a mockery of our justice system. The well heeled continued to imbibe, while working class men and women were often targeted for violating the Volstead Act and jailed for drinking.

At one end of the spectrum, excessive and unconstrained consumption prior to Prohibition led to the backlash. The result was that the Constitution was used not to balance freedom with responsibility but to criminalise a behavior that had previously been legal. Nonetheless, what happened

through taxation. As members of the local communities where they do business, ABL members and beer distributors know that this local oversight is key because communities are impacted when alcohol is consumed to the extreme or by underage youth.

Balancing the access that consumers want with the safeguards that commonsense requires is no easy feat. While not perfect, the system works well today. In the beer industry, America's distributors deliver more than 13,000 diverse labels by producers large and small to

**“So as we look back on the lessons of Prohibition, we can raise a glass – legally – to toast its repeal and today's effective system that guards against excesses and abuses.”**

after Prohibition's repeal is where our government got it right and restored the Constitution to a consistently positive force.

Following ratification of the 21st Amendment in 1933, the easiest thing for elected politicians to do would have been simply to walk away from their duty to promote the general welfare and let the nation slip back to a pre-Prohibition, anything-goes arrangement. Instead, because it had been made clear that alcohol is different than other consumer products, national leaders took the harder path, learned from the mistake of Prohibition and created a system of safeguards within a competitive market that delicately balances vastly competing interests.

The 21st Amendment essentially hit the reset button, but this time it eschewed the strongly federalized role for alcohol policy and made it clear that individual states have the right to decide what's best for them. The result today is a locally accountable and dynamic system that offers widespread access for adults, generates inter-brand competition, enacts controls that are reflective of citizens' attitudes about alcohol and provides revenue

restaurants, bars and retailers coast-to-coast. At the same time, states apply differing controls that reflect the respective desires of their citizens. States also enact and enforce tough drunk driving laws and they monitor producers, distributors and retailers to ensure that those involved with the manufacture, sale or transportation of alcohol are held to a higher standard of responsibility.

All of us – the alcohol industry, government and individuals – have a role to play in ensuring the proper treatment of alcohol in our society. There are myriad views and, yes, competing interests, surrounding this socially-sensitive product. Yet, if we've learned anything from the experience of Prohibition, it's that civil discourse can help us find common ground and lead to a reasoned, balanced approach where society is the ultimate beneficiary.

So as we look back on the lessons of Prohibition, we can raise a glass – legally – to toast its repeal and today's effective system that guards against the excesses and abuses that led to Prohibition in the first place. And that's a story worth telling. |

# *November is* **Package Liquor Store Month**



**Support Your Local  
Package Liquor Store**

**A**merican Beverage Licensees (ABL) is celebrating off-premise beverage retailers during Package Liquor Store Month this November. America's independent package liquor stores continue to have a positive impact on their communities by creating jobs, offering unparalleled product choices to millions of customers and leading the way when it comes to selling beverage alcohol responsibly.

Some of the last remaining independent businesses on Main Street, package liquor stores, which in most cases also sell beer and wine, train their employees to conduct safe and responsible face-to-face sales to adult consumers, thus leading by example when it comes to preventing underage access to alcohol.

"We believe it is important to highlight the sense of responsibility that independent package liquor store owners hold in serving their communities," said ABL President Chuck Ferrar, who owns Bay Ridge Wine & Spirits in Annapolis, Maryland.

"Beverage retailers work hard to maintain a safe environment for their families, friends and neighbors," Ferrar continued. "They also provide thousands of full-time and part-time jobs and are important contributors to local economies everywhere."

By participating in programs such as We Don't Serve Teens and Cops in Shops, package liquor stores are working with law enforcement, the government and their communities to prevent underage access to alcohol.

Studies have shown that more than 90 percent of underage current drinkers did not purchase alcohol themselves the last time they drank, and only seven percent of the alcohol purchased by youth is from a store or bar that does not ask for identification.

## **Package Stores Still Face Challenges**

Package liquor stores continue to uphold a long-standing legacy that began before Prohibition. ABL and its members stand strong in support of the three-tiered system that allows Americans greater variety in beverage choices than anywhere in the world.

"Deregulation, both nationally and within states, is the largest threat to package stores in America right now," said Warren Scheidt, owner of twelve package stores in Indiana. "The law is being changed to make the sales of alcohol more relaxed. This is especially a problem when you go from a very controlled environment to a very relaxed environment in how it is sold and controlled and who handles it."

Despite the value package liquor stores deliver to their communities and their customers, threats to these small businesses abound. In Washington State, Costco's campaign to dismantle the three-tier system and create an unlevel playing field for small businesses led ABL to join the fight to defeat ballot initiative 1183.

Additionally, city, county and state governments all too often target the hospitality industry with alcohol tax increases as a quick fix for budget shortfalls. Beverage licensees already contribute more than their fair share through a variety of federal excise taxes, state excise taxes, county excise taxes, city excise taxes, state and city sales taxes, and other assessments and fees.

"Beverage retailers know first-hand how damaging alcohol tax increases can be to their businesses and employees," said ABL executive director John Bodnovich. "We will continue to work with elected officials and the public to make sure that beverage retailers are not faced with another hurdle for sustaining successful businesses and jobs."

Increasingly, beverage retailers are also forced to address misguided attacks on their businesses based on junk science. Despite the fact that package liquor stores are "licensed" businesses, under the scrutiny of state and local government, law enforcement and regulators, they must constantly defend themselves from those who seek to shutter their stores.

## **Providing Education & Choice**

With the constant flow of information via the Internet and social media, customers are progressively seeking out more information about these products. The explosion of locally-brewed beers, niche wines and craft-distilled spirits has meant that each bottle, and the story behind it, can captivate customers.

As consumers embrace craft products, organic alternatives and local producers, independent package store owners provide an environment where a knowledgeable staff can educate customers on the thousands of options they have when it comes to picking the beverage that's right for them. It's this superior choice and service that makes for better-informed and more responsible consumers of beverage alcohol.

"Today's consumers increasingly embrace the romantic appeal of our industry's products. They want to know more about the 'who, what, when, where and why' of the content of the bottle," said David Jabour, owner of Twins Liquors in Texas.

In this season of celebration, ABL and its nearly 20,000 members encourage everyone to support locally-owned business by stopping in their neighborhood package liquor store for a bottle of their favorite wine, beer or distilled spirits. *November is Package Liquor Store Month...Let's Celebrate!* |

**"Beverage retailers work hard to maintain a safe environment for their families, friends and neighbors. They also provide thousands of full-time and part-time jobs and are important contributors to local economies everywhere." - Chuck Ferrar**

# News About Responsible Use of Alcohol

## New Responsible Retailing Practices Released

### On-Premise Alcohol Serving Establishments Receive Report on Prevalent Policies

American Beverage Licensees (ABL) is proud to support its members in responsible retailing throughout the country. To support members and the community of beverage retailers as a whole, ABL has worked with Responsible Retailing Forum (RRF), alcohol beverage producers and law enforcement, in association with the National Alcohol Beverage Control Association (NABCA), to develop a report exploring the policies surrounding service.

Responsible Retailing Practices for On-Premises Alcohol Serving Establishments (RR Practices) is an examination of policies and practices that guard against unlawful alcohol sales, including sales to minors, third-party sales to individuals who furnish alcohol to minors, and over-service to intoxicated individuals, and thus protect the safety and wellbeing of customers, staff and the community while shielding licensees and their staff against potential liabilities and fines.

For on-premise establishments licensed to serve alcohol, responsible retailing is not as simple as a single clerk checking an ID to determine age and authenticity. Managing and controlling alcohol consumption in serving establishments can be challenging and staff training must be comprehensive and ongoing. On-premise establishments must also be attentive to the overall environment, preventing over-service and dealing with customers whose intoxication represents a danger to themselves and others.

The report is intended for owner-operators, chains and the stakeholders who work with licensed establishments: regulators; trade associations; distributors; law enforcement and public safety agencies; and public health and prevention agencies and coalitions. It emphasizes the importance of training employees on responsible retailing from first contact, in the interview, and throughout the course of employment.

RR Practices was developed by a work group of national experts as a resource for licensees and their associations, regulators, law enforcement and agencies for public health and prevention. The Responsible Retailing Forum and its partners, which include retailers, alcohol beverage producers and law enforcement, in association with the National Alcohol Beverage Control Association (NABCA) produced a report that examined the problems establishments face in serving alcohol on-premise.

“These measures, among others, aim to protect the health and safety of customers, staff and the community while reducing licensee and employee risks to issues such as penalties for unlawful sales, or legal liabilities associated with alcohol-related injuries,” said Brad Krevor, president, Responsible Retailing Forum.

The report is available at [www.rrforum.org](http://www.rrforum.org).

## Wisconsin: Tavern League SafeRide Program Grows in 2010

According to Pete Madland, executive director of the Tavern League of Wisconsin, new numbers show 68,678 free SafeRides were given in 2010, up 6,320 from the previous year. The increase is in spite of a decline in business being experienced throughout the state at on-premises establishments.

The Tavern League of Wisconsin works with the Department of Transportation to administer the SafeRide Program.

“It exists to provide free rides home to tavern customers who may feel too intoxicated to drive,” Madland said. “Currently, 54 local tavern leagues maintain programs in their communities. The program originated in 1985 and began to receive state funding in 1999. Usage by patrons has increased every year. Last year, more than 1,600 tavern league members participated in the program.”

The cost of the program last year, which is funded by a surcharge on all OWI convictions and fundraising efforts of local tavern leagues was \$741,949.

## New Alcohol Seller Training Program for Grocery, Convenience, and Liquor Stores

Health Communications, Inc. (HCI), provider of the TIPS (Training for Intervention Procedures) Program, today announced the release of version 3.0 of the TIPS for Off Premise program.

TIPS for Off Premise, Version 3.0, introduces to cashiers, managers, and operators an improved way of addressing alcohol-related sales concerns. The Off Premise Program is specifically targeted towards grocery stores, convenience stores, and liquor stores. The three-hour classroom session provides participants with strategies for preventing alcohol sales to underage and/or intoxicated patrons.

“It is all about making a difference,” said Trevor Estelle, HCI’s Vice President. “Off Premise 3.0 equips cashiers and clerks with the skills and confidence they need to ensure that they sell alcohol only to customers who are of legal age and are not intoxicated. The new program version will continue to support our trainer’s efforts to create great, interactive sessions with their participants.”

The primary goal of the new program is to build skills, instill confidence, and empower participants to step in to situations and ensure that alcohol is sold responsibly and legally. Employees and managers who participate are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situ-

ations, and handle refusal situations with greater confidence. The new version also includes improved graphics and other changes designed to enhance readability and speed access to specific sections within the printed materials.

In 25 years, across the world, HCI has certified over 3 million servers and sellers in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 40 foreign countries. In addition to TIPS for Off Premise, HCI offers programs specifically designed for restaurants, bars, hotels, casinos, stadiums, festivals, amphitheatres, arenas, senior citizens, and university environments. Several of HCI’s programs, including Off Premise, are available in an eLearning format as well. To learn more about TIPS, visit: [www.gettips.com](http://www.gettips.com).

## New CDC Study Shows Dramatic Drop in Drunk Driving Fatalities

Drunk driving is dropping sharply. New numbers from the Centers for Disease Control and Prevention show that the number of drunk-driving incidents has dropping by one-third from 2006 to 2010:

In 1982, there were 26,000 alcohol-related fatalities. That number dropped to 17,300 in 1994 and, in this latest data calculating the , fell to 11,000 in 2010. By no means eliminated, but certainly a big drop.

Certain groups are more likely to drink and drive than others.

Men were responsible for 4 in 5 episodes (81%) of drunk driving in 2010.

Young men ages 21-34 made up only 11% of the U.S. adult population in 2010, yet were responsible for 32% of all instances of drunk driving.

85% of drinking and driving episodes were reported by people who also reported binge drinking. Binge drinking is defined by the CDC as five or more drinks for men or four or more drinks for women during a short period of time. |



**Drink Responsibly.**  
**Drive Responsibly.**

Celebrating 10 Years



**ABL Convention**  
**June 10-12, 2012**  
**Las Vegas, NV**

*Registration Form*

**INFORMATION**

NAME \_\_\_\_\_ GUEST NAME \_\_\_\_\_

COMPANY/ESTABLISHMENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

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

**PAYMENT**

**ABL Member Convention Registration Fee (Per Person)**  
 \$250 x \_\_\_\_\_ = \$ \_\_\_\_\_

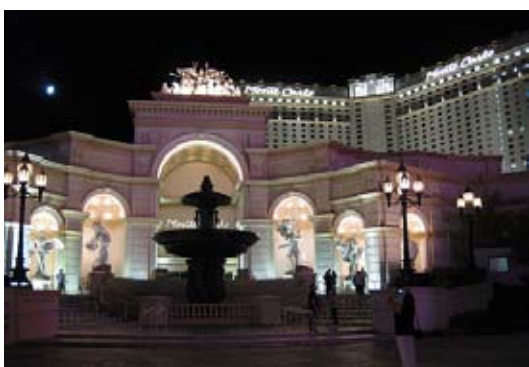
**ABL Non-Member Convention Registration Fee (Per Person)**  
 \$275 x \_\_\_\_\_ = \$ \_\_\_\_\_

**MAIL THIS FORM WITH YOUR PAYMENT  
 BY CHECK TODAY!**

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

- Fee Includes All Events, Seminars/ Sessions and Hospitality Events
- CANCELLATION/REFUND FEE: \$25.00 PER PERSON
- Call ABL at 1-888-656-3241 with any questions
- Visit [www.ablusa.org](http://www.ablusa.org) for updates

**ACCOMMODATIONS**



**Monte Carlo Resort and Casino**

Attendees may make a reservation by calling the Room Reservations Department at 1-800-311-8999 and identifying themselves as part of the ABL-2012 Convention.

**Rate Per Night:**  
 Friday and Saturday \$130.00++  
 Sunday to Thursday \$60.00++



## Using Facebook, Twitter and Foursquare

It's always better for someone else to say nice things about you than for you to say them about yourself. Word of mouth advertising has been a powerful form of marketing for small business beverage licensees well before we had a name for it, but the world in which we can now reach current and potential customers is very different than it was even five years ago. Advertising as we know it has always been about the business: What you are offering to everyone, regardless of who they are. Social media, however, is entirely about the consumer. This is the space where I can decide what it is that you are to me, and your chance to know me before I ever even walk into your store.

Spreading your influence over three large and relevant online communities is a great way to promote yourself at little to no cost. Focusing on Facebook, Twitter, and Foursquare means you should have enough time to manage some great communication with your customers for only a couple hours a month.

### FACEBOOK

Facebook users connect with business by clicking "Like" on their fan page. When they share information about the business with their friends, your business is reaching new individuals, and potentially new customers.

If someone hears about a business through a friend on Facebook, they are twice as likely to engage, and four times as likely to purchase. It has been recommended that you attempt to connect with 10% of your customer base via Facebook. That is a great long-term goal, but do not get

discouraged if your page gains momentum slowly.

### ONE EXAMPLE

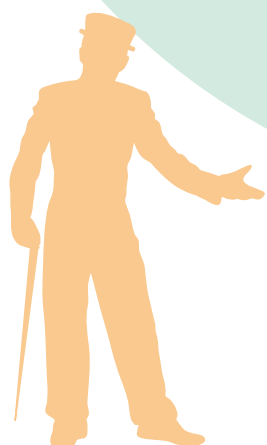
A friend shared a link to a local restaurant's post asking for suggestions for a two-week pizza special, and over 35 people posted a comment. The restaurant later messaged me that mine was one of three to be voted on in a poll on their page, suggesting I repost it. I did, and I also tweeted it for good measure. Even though my pizza did not win the vote, I did make my first trip to their restaurant the following week. When I checked in on Foursquare, I got a message from a friend: "How was it? Been meaning to try that place!"

Richer content means richer engagement: If people want to read and share your content, you will reach more people overall. Photos, links, video and polls receive much higher rates of interaction than just posting a one-line update that is easily missed in a user's News Feed.

Choose consistency over cleverness: Not every post on your Facebook page need be a display of brilliance. Since I recommend posting four to five times a week, that is just too much pressure! Just be genuine, and be sure to respond to customers who initiate conversation. That means quickly checking the page daily to check for interaction.

### TAKING IT FURTHER

Facebook offers inexpensive targeted advertising that has proven effective to reaching new potential customers, which can be easily limited to age-appropriate Facebook users in your location. Be sure to utilize the "Sponsored Post" option, which promotes user activity on your page to their friends.



### TWITTER

Each Twitter feed is simply a mini-blog: short bursts of information from the perspective of that user. That user will follow other users to see the information that they are also sharing, and then they can choose to re-post that information to their own followers. That is how your business can interact with your community.

### USING IT

Twitter has developed its own culture: Direct messages, hashtags, retweets, and why are some people starting their messages with a period? It can be overwhelming, so I highly recommend visiting [www.mashable.com/guidebook/twitter](http://www.mashable.com/guidebook/twitter) for a very helpful introduction to the intricacies users have created around a very simple platform. And don't worry if you don't know what #ROTFL means, because others won't either: check it on [www.twubs.com](http://www.twubs.com), an online directory for hashtags.

Start tweeting: Tweets are short-lived; in fact, the average life span of a tweet being viewed is only a couple hours. I suggest tweeting at least daily. Whether it is an original tweet, a reaction to someone else's, or a retweet of someone else's post.

Brevity is the soul of wit: Tweets must be under 140 characters. I suggest making them even shorter than that, subtracting the length of your username and five to account for "RT: @[Your Username]" if someone should choose to pass along your message. Be sure to pick a short username, as well.

### TAKING IT FURTHER

There are many applications for using Twitter on smartphones, as well as installed and web-based management software. Some free services like [www.hootsuite.com](http://www.hootsuite.com) allow you to set up your tweets in advance, so you can schedule an entire week of tweets all at once.

### FOURSQUARE

Foursquare is a location-based social networking service; that is to say, it tracks and shares the location of its users. They will choose to "Check In" at a location, make that visible to their friends on the network, and even share it with Facebook and Twitter.

### USING IT

Claim your location: It is very likely that you already have a Foursquare location created for you by a user. As a business owner, you can claim your location and post additional information on it. This also gives you the opportunity to track who is coming into your business when.

Set up a special: Once you have verified that you own the business, you can create a special. They are divided by type: First-time specials are only valid for the initial check-in, Loyalty specials are for frequency, and Mayor specials are only for the person who checks in at your location the most. Choose what is right for your business, if you are able to offer a discount or complimentary mer-

chandise, whether that is a beer or a beer cozy.

### TAKING IT FURTHER

Each Foursquare user curates a list of "Things to Do," as well as "Tips" they can post to each location. Integrate your social media marketing by suggesting your Facebook fans and Twitter followers post tips or add your business to their To-Do list.

### PROMOTING YOUR SOCIAL MEDIA

Use what you already have to promote your social media activity. Put a note on your menu with your social media outlets. Utilize your storefront to promote your presence, or even get a stamp with your social media contacts to use on receipts. Post links to your social media accounts on your website and any e-mail newsletters you use. You can even feature a customer's social media comment in your promotional materials! Be creative, because while this is a serious business tool, it is also supposed to be fun.

Of course, the ABL office is here to help. If you have questions about anything you have read here, feel free to contact Rosanne Ferruggia, Manager of Communications and Public Relations at [Ferruggia@ABLUSA.org](mailto:Ferruggia@ABLUSA.org) or 301-656-1494.

## A NEW WAY TO CONNECT WITH CONGRESS

# 428

MEMBERS OF CONGRESS HAVE SOCIAL MEDIA ACCOUNTS

# 83%

ARE ON FACEBOOK  
FIND YOURS AT  
[FACEBOOK.COM/CONGRESS](http://FACEBOOK.COM/CONGRESS)

# 81%

ARE ON TWITTER  
FIND YOURS AT  
[TWEETCONGRESS.ORG/MEMBERS](http://TWEETCONGRESS.ORG/MEMBERS)

-PEW INTERNET AND AMERICAN LIFE PROJECT

## Privitization in Washington, Debit Card Rules Take Effect, and More

### Ballot Initiative I-1183 Approved in Washington State

After a months-long public relations campaign that saw Costco spend more than \$20 million, Ballot Initiative 1183 (I-1183) was approved by Washington State voters at the polls November 8. Reports approximate 60 percent voting “yes” and 40 percent opposing the ballot measure.

Now the process of closing state-owned retail stores begins, as does the adoption of new regulations that will allow big box retailers to purchase alcohol directly from beer, wine and spirits producers.

The past few months have seen a battle waged in the court of public opinion, with the public safety community and beverage alcohol industry facing off against big box retail corporations.

ABL opposed I-1183 and was joined by most of the alcohol industry, including the Wine and Spirits Wholesalers of America, National Beer Wholesalers Association, the Beer Institute and others who sought the initiative’s demise.

For independent retailers, I-1183 creates an unlevel playing field with big box corporations and sets an unfortunate precedent for square foot minimums for businesses licensed to retail liquor. It raises the concern that similar approaches might be taken in states where a robust and effective three-tier system works for independent retailers.

The citizens and government in Washington will be left to sift through the outcomes – both intended and unintended – from the decision. Those potentially include higher taxes and fees on alcohol and fewer brands to choose from should big box corporate retailers continue their business model of offering a limited number of choices in their 10,000 square foot and larger stores.

Though the ballot initiative’s scope is limited to Washington State, some “Yes” advocates are already pivoting by hailing yesterday’s ballot decision as the beginning of the end of state-controlled liquor sales in 17 other states.

It is certainly arguable that this development in Washington will embolden those seeking the demise of “control states.” But it is worth noting that the amount of money spent on this initiative is unprecedented, and was done by a big box corporation based in Issaquah, Washington that has made dismantling the state’s alcohol laws a priority for many years through legal, legislative and ballot challenges.

With privatization conversations continuing in other states such as Virginia and Pennsylvania, the local politics and economics behind each state-controlled enterprise are worth considering. As the 21st Amendment has provided, each state is quite different, as alcohol laws are reflective of the culture of that state and its citizens.

Undoing systems that have worked for decades, simply because a vocal minority blindly wishes for fewer regulations for sake of having fewer regulations, does not a sound argument make, as has been proven in the past in Virginia and Pennsylvania.

### New Debit Card Rules Take Effect

On October 1, new rules that may lower the cost of doing business for merchants who accept payment by debit or credit card went into effect.

The new rules are a product of the Dodd-Frank Wall Street Reform and Consumer Protection Act passed in 2010, and the upholding of the “Durbin amendment” earlier this year.

The Federal Trade Commission (FTC), which is just one of the federal agencies enforcing the new rules, has published new materials explaining the rules and how they will affect retailers.

The rules were issued by the Federal Reserve and include the following provisions:

- Cap debit card interchange fees paid by merchants to debit card issuers each time a customer pays with a debit card;
- Give merchants options for routing electronic debit transactions over any network that is enabled to process them;
- Prevent payment card networks and card issuers from designating an exclusive network for processing debit transactions; and
- Prevent payment card networks from imposing restrictions on merchants’ ability to offer customers discounts for using certain methods of payment.

Retailers can contact the FTC if they have questions about the rules, or complaints or comments about how financial institutions are implementing them.

### Lesson in Free Markets: Bank of America Debit Card Fee Fails

In October, the immediate fall-out from the new electronic payment rules seemed to be predominately on the bank side, with some of largest financial institutions in the country complaining about lost revenue and attempting to turn consumers against retailers by blaming retailers for forcing the banks’ hands in implementing new fees on customers.

One such fee that easily spurned the most fanfare and abhorrence was a \$5 per-month fee by Bank of America on its customers who have a debit card. So severe was the public backlash against this new fee – Facebook, Twitter, the national nightly news programs, countless cable news and talk shows all fed the fire of consumer disbelief and anger – that Bank of America waived the white flag on November 1, dropping the new \$5 charge.

This was truly a lesson in the free market and competition, as none of Bank of America’s competitors followed it down the rabbit hole of ever-increasing customer fees. It’s also exactly the kind of competition that the Durbin amendment calls for.

### Sen. Durbin Turns to Credit Card Fees

With a victory on the debit card fee front, Senator Dick Durbin (D-IL), along with the merchant and retail community, has opened up a new front on the swipe fee battle. Attention is now being turned to credit card fees imposed on retailers by banks for processing transactions.

The total annual cost of those fees to retailers, and subsequently consumers, is approximately \$30 billion, or nearly twice that of debit card fees.

While there is momentum following the debit card fee victory, the focus is currently on building awareness and education about credit card fees.

Sen. Durbin is urging banks to improve their disclosure policies at this time, and other legislators are still smarting from having to choose between merchants and banks in the battle this past spring.

### USPS: We Deliver (Alcohol) For You?

A recently introduced bill to save the United States Postal Service (USPS) includes a provision that would allow the USPS to deliver alcohol in compliance with all existing laws.

The legislation, dubbed the 21st Century Postal Service Act (S. 1789), was introduced by Sen. Joe Lieberman (I-CT) as a means of pulling the Postal Service “back from the brink of bankruptcy” by allowing the USPS to do what FedEx and UPS already do.

Currently, FedEx and UPS handle shipments of alcohol in the context of state laws. The bill is scheduled for markup next week.

Sen. Lieberman’s plan would require the Postal Service to create new regulations to make certain that alcohol is only sent to those who are 21 years of age and older and have a valid ID. Consumer-to-consumer mailing would not be allowed in the proposal.

### MAP 21 Moves in Senate

On November 9th the Senate Environment and Public Works Committee (EPW) held a markup of the Moving Ahead for Progress in the 21st Century (MAP 21) Act (S.1813).

MAP 21 would continue current highway funding and, thanks to some last-minute concessions from both Democrats and Republicans, garnered bipartisan support from the Committee which passed it out of Committee unanimously, 18-0. MAP 21 calls for \$109 billion of transportation program funding over 2 years and has been a work in progress for the better part of a year.

With the hearing, the 600-page bill becomes the first piece of transportation reauthorization legislation to make serious progress in Congress since a bill was introduced by then House Transportation Committee Chairman Jim Oberstar (R-MN) in 2009.

This bill represents an attempt to bring together the Obama Administration and Republicans on a piece of bipartisan legislation that both sides can hail as a “jobs bill.”

MAP 21 does not include a mandate on states to pass and implement laws requiring all DUI offenders install ignition interlock devices for a minimum of six months. This language does exist in the Drunk Driving Repeat Offender Prevention (D-DROP) Act of 2011 (S. 273), which was introduced by Sen. Lautenberg earlier this year, and could serve as the text for a floor amendment. |

## Illinois: Alcohol Tax Hike Would Harm Cook County Businesses & Jobs

The Illinois Licensed Beverage Association (ILBA), representing more than 2,500 Illinois bar owners and liquor retailers, and American Beverage Licensees (ABL), the country's largest trade association for independent bar, tavern and package liquor store owners, expressed their strong opposition to alcohol tax increases proposed by Cook County (IL) Board President Toni Preckwinkle.

Under the proposed 2012 budget for Cook County, beer taxes would rise by 50 percent and spirits taxes by 25 percent. This would be the fourth tax increase on alcohol on Chicago-area residents since 2005, and add to what is already one of the nation's highest tax burdens on alcohol beverages.

"Continually treating beverage retailers and their customers as a piggy bank for county government is terrible public policy and threatens the long-term stability of the hospitality industry and the jobs it provides," said ABL executive director John Bodnovich. "If the goal is to stick yet another dagger in the local beverage business, this tax increase certainly would achieve that."

The proposed tax increase on alcohol would also have an unintended consequence of creating an even more unlevel playing field for Cook County beverage licensees. Higher taxes and subsequently higher consumer prices will incentivize package liquor store customers and bar and tavern patrons to conduct their business in the surrounding "collar counties" of DuPage, Kane, Lake, McHenry and Will.

Illinois' largest trade association for on-premise beverage alcohol licensees, the Illinois Licensed Beverage Association, also objected to the ill-conceived notion that Cook County finances should be settled on the backs of its bars, taverns and licensed beverage stores.

"This is an attack on small business

jobs - bartenders, servers, liquor store salespeople," said Clausner. "Chicago-area residents, who frequent bars, taverns and restaurants, as well as those who shop in liquor stores, shouldn't be forced to pay higher taxes for simply supporting local businesses."

Beverage alcohol taxes by any name or for any purpose are unmistakably taxes on the hospitality industry. With independent bars and taverns already under a significant strain from an uncertain economy, a tax increase could hardly come at a worse time.

"Licensed beverage retailers in Cook County and their customers are already hit with some of the highest taxes on alcohol in the entire country," said ILBA executive director Dan Clausner. "The last thing they need as the state and its residents began to recover from the recession is increased taxes."

## Georgia: Cities and Counties Approve Sunday Sales

Earlier this year, the Georgia state legislature offered cities and counties the option of permitting Sunday sales with voter approval. Georgia was the only Southern state - and one of three states nationwide - to continue its ban on Sunday sales of beer, wine and spirits in both on and off-premise establishments.

120 of Georgia's total 694 cities and counties offered the referendum, with many declining to avoid the expense of a single-issue ballot. Cities including Atlanta, Savannah, Macon, Valdosta, Dunwoody, Gainesville and East Point voted to approve Sunday alcohol package sales between 12:30 p.m. and 11:30 p.m. at grocery and liquor stores.

The measure was opposed by the Georgia Alcohol Dealers

Association, citing concerns for public safety and underage access to alcohol. On-premise beverage retailers widely supported the referendum, however, as did Georgia convenience store owners.

## New York: Local Wine Sales Campaign for the Holidays

New York's Metro Package Store Association has launched its "Fall In Love With New York Wines" campaign to encourage sales and keep revenues within the state.

Michael Correra, Executive Director of Metro PSA and leader of the statewide coalition The Last Store on Main Street, said, "Working together with wineries, we can help promote NY wine and increase consumer demand among New Yorkers. That's good for our stores, for the wineries and for the state."

For more information about the campaign, visit [www.lastmainstreetstore.com](http://www.lastmainstreetstore.com).



## calendar of events

DEC 13, 2011  
WINE & SPIRITS WHOLESALERS OF AMERICA  
THIRD ANNUAL STATE OF THE ALCOHOL INDUSTRY MEETING

JAN 16, 2012  
MARTIN LUTHER KING JR. DAY

FEB 4-7, 2012  
WINE & SPIRITS GUILD OF AMERICA  
WINTER MEETING  
NAPLES, FL

FEB 5, 2012  
SUPER BOWL

MARCH 10-12, 2012  
ABL SPRING BOARD OF DIRECTORS MEETING  
WASHINGTON, D.C.

MAR 24-28, 2012  
NATIONAL BEER WHOLESALERS ASSOCIATION  
LEGISLATIVE CONFERENCE  
WASHINGTON, D.C.

APR 2-5, 2012  
WINE & SPIRITS WHOLESALERS OF AMERICA  
69TH ANNUAL CONVENTION & EXPOSITION  
LAS VEGAS, NV

JUNE 9-12, 2012  
AMERICAN BEVERAGE LICENSEES  
10TH ANNUAL CONVENTION  
LAS VEGAS, NV

JULY 20-24, 2012  
WINE & SPIRITS GUILD OF AMERICA  
SUMMER MEETING  
WINNIPEG CANADA & GRAND FORKS, ND

## HHS Survey shows beer industry having a positive impact on reducing underage drinking

According to the Department of Health and Human Services' (HHS) 2010 National Survey on Drug Use and Health, rates of underage drinking have declined to record-low levels.

In a statement released earlier this fall, the Beer Institute noted that "these findings are consistent with record-low declines observed in other recent underage drinking national studies, including the University of Michigan's Monitoring the Future Study and the CDC's Youth Risk Behavior Survey." According to the report released by HHS:

- The rate of current alcohol consumption among youths aged 12 to 20 declined 3 percent since 2009 and 9 percent since 2002 to 26.3 percent, a record low.
- The rate of current alcohol use among youths aged 12 to 17 is also at a record low. The rate was 13.6 percent in 2010, down 7 percent from the 2009 rate of 14.7 percent and 23 percent lower than the 2002 rate.
- Youth binge and heavy drinking rates in both the 12 to 17 and 12 to 20 age groups were also at their lowest rates in 2010.

"Findings from the most recent National Survey on Drug Use and Health demonstrate the collective efforts of many – including parents, educators, retailers, community leaders, law enforcement, elected officials and members of the beer industry – are having a positive impact in reducing underage drinking," said Beer Institute President Joe McClain.

"Efforts like these contribute to the record-low levels of teen drinking we are seeing, but there is still more work to be done. This positive news should only embolden our efforts to continue helping teens make responsible choices."

## Diageo and Distilled Spirits Council Moving Forward on Digital and Social Media

In September, numerous media outlets reported that the world's largest distiller, Diageo, had finalized an advertising partnership with Facebook. The two companies will work together to grow Diageo brands amongst Facebook's hundreds of millions of users across the globe.

The deal reflects the changing face of marketing in an age of digital and social media. Diageo has increased its spending on digital marketing by 50 percent as it continues to develop its brands through Facebook and other emerging media platforms. Studies and research have shown that social and digital media outlets are often more effective at determining the demographic and age of consumers than traditional media, something that is critical when marketing beverage alcohol.

Perhaps not so coincidentally, in September the Distilled Spirits Council of the United States (DISCUS) announced self-imposed marketing and advertising guidelines on social networking platforms and digital media, which compliments its existing advertising guidelines for traditional media. In a guidance



note on the topic, DISCUS stated that "The members of DISCUS recognize the increasingly important role of digital marketing and believe it provides valuable and appropriate tools to reach adult consumers. As an extension of our commitment to market our brands responsibly to adults and to respect their privacy, we have developed additional principles relevant to digital marketing to reach users of legal purchase age."

DISCUS member companies already limit their advertising to media with an audience that is at least 71.6 percent 21 and older. As reported by the Wall Street Journal, "August data from Nielsen show that more than 80% of the audiences at Facebook, Twitter and YouTube were older than 21, the legal drinking age in the U.S."

## CDC: Self-reported drunk driving at all-time low; moderate drinking leads to longer life

In two separate findings the Centers for Disease Control (CDC) has reported that drunk driving incidents have dropped 30 percent in the last five years, and a low-risk lifestyle that includes moderate drinking can lead to a longer life.

While researchers debate the causes of the decline, including the economic downturn, awareness and education programs about the consequences of drunk driving, and a shift from on-premise to off-premise beverage consumption, it is clear that something is working when it comes to reducing drunk driving in America. Released on October 4, the CDC statistics reflect the results of a telephone survey of 210,000 adults, representing the lowest estimate on drunk driving since 1993, the first year in which the survey question was asked.

As noted in an Associated Press story about the report, "The overwhelming majority of drunk driving incidents involve people who had at least four or five drinks in a short period of time." In another report issued by the CDC, moderate alcohol consumption was one of four low-risk behaviors used in the 2006 National Health and Nutrition Examination Survey – the other three being never having smoked, eating a healthy diet, adequate physical exercise – that contributed to a longer life.

By removing moderate alcohol consumption from the equation, the likelihood of dying increased for participants in the study. Moderate drinking was defined in the study as two drinks a day for a man and one for a woman.

## Beer Distributors Highlight Important Role of America's Independent Three-Tier System at Convention and Trade Show

The National Beer Wholesalers Association (NBWA) held its 74th Annual Convention and Trade Show on October 17-19 in Las Vegas, Nevada.

The event featured a variety of industry speakers and focused on the important and unique role beer distributors play in the three-tier system.

NBWA President Craig Purser opened the conference by talking about changes and transformation in the beer industry. He described the successes achieved by the pursuit of a distributor focused agenda including the education of policymakers at all levels about the three-tier system, the formation of new relationships and coalitions, and improved dialogue and new commitments to the system from industry partners.

Purser also discussed the importance of brand building to the future of the beer industry stating, "It's the brands that make this industry. Distributors are in the brand building business. So are brewers, and so are retailers. Maintaining a three-tier system that includes independent distributors is good for everyone. It is good for brewers of all sizes looking for access to market." |

# THE SKINNY ON FOOD WASTE



**Roughly 200 pounds of food waste is created for every man, woman and child in the United States**



**But only 2% of food waste is recycled, as opposed to 62% of paper**



**That equals an estimated 600 billion pounds of food waste put into landfills each year, by far the most abundant item by weight**



**About 50 million households suffer from food insecurity, meaning that family members cannot always meet their basic food needs**



**But 10 million people a year could be fed through the recovery of just one-fifth of food waste**

## HOW YOU CAN CHANGE IT

### Prevent Waste Before It Happens

Do not reorder food items that sit on the shelves or expire  
 If plates are commonly sent back with food, consider offering a smaller portion size  
 Recycle items that are only cosmetically damaged by donating them to a food bank  
 Visit [www.feedingamerica.org](http://www.feedingamerica.org) to find a national directory of food banks

### Or Stop Waste From Going to the Landfill

Find a nearby compost facility  
 Visit [www.FindAComposter.com](http://www.FindAComposter.com) for locations, which can be filtered for food service

# 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

## PLATINUM

Bacardi USA  
Beam, Inc.  
Distilled Spirits Council of the United States

## GOLD

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

## SILVER

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

## BRONZE

ATM Network  
Luxco  
Sidney Frank Importing

# affiliate members

## ALABAMA

Alabama Beverage Licensees Association

## 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 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 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

## 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**

# ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 5, NO. 4 | WINTER 11

## in this issue



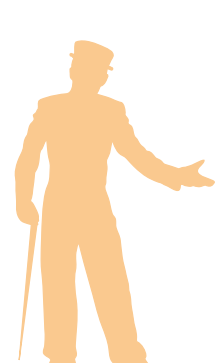
**Feature:**  
November is Package  
Liquor Store Month



**DC Update:**  
Privitization, Debit Fees,  
and More



**State Issues Update:**  
Taxes & Sunday Sales



**Feature:**  
Managing the Three-Ring  
Social Media Circus

WWW.ABLUSA.ORG | WWW.FACEBOOK.COM/ABLUSA | WWW.TWITTER.COM/ABLUSA



American Beverage Licensees  
5101 River Rd Suite 108  
Bethesda, MD 20816  
(888) 656-3241  
www.ablusa.org  
AMERICA'S BEER, WINE AND SPIRITS RETAILERS  
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