

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

ABL Insider

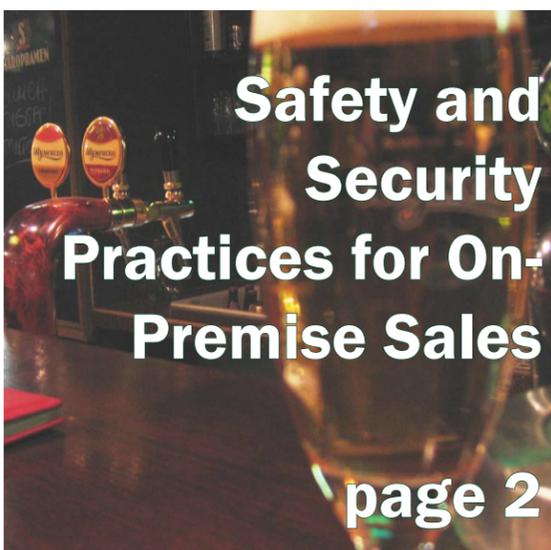
A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 6, NO. 3 | FALL 12



Celebrating Ten Years

**Business and Product Education,
Industry Perspectives and More
from the 2012 ABL Convention**

pages 8-11



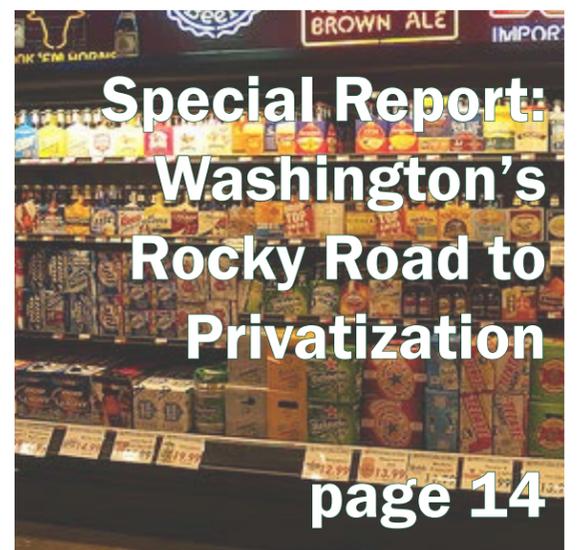
**Safety and
Security
Practices for On-
Premise Sales**

page 2



**Texas Package
Stores
Association
Trade Show**

page 4



**Special Report:
Washington's
Rocky Road to
Privatization**

page 14

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 6, NO. 3 | FALL 12

a word before

Safety and Security Practices

Protecting your business (and yourself) from civil liability due to alcohol over-service

Editor's Note: The Responsible Retailing Forum (RRForum) and the National Alcohol Beverage Control Association (NABCA) worked with licensee associations, industry partners, and training providers to produce Responsible Retailing Practices for On-Premises Alcohol Serving Establishments, a report that examines the challenges faced by serving establishments and reviews basic principles of responsible retailing. This article summarizes the report's section on safety and security practices to prevent alcohol over-service.

Licensed beverage establishments play an important role in their community's social and economic life, but also face several challenges due to the unique nature of alcohol and its effects on the human body. One of those challenges is potential civil liability resulting from a customer being over-served. This is one of many reasons why owners and managers of on-premise establishments should make responsible retailing a top priority.

There are times when a customer doesn't "know when to say when" and a bartender, server, or manager must intervene. It isn't always easy, and there are pressures on staff—including financial pressures—that might make them hesitate to do what's right. Despite those pressures, if clear policies, proper training, and management support are in place, staff will act in everyone's interest—including their own—and refuse alcohol service to customers who are (or might become) intoxicated.

Our new report, *Responsible Retailing Practices for On-Premises Alcohol Serving Establishments*, describes the safety and security practices that are commonly used by responsible retailers to avoid alcohol over-service

Staff members are trained. One of the keys to responsible retailing is to make sure that all staff are properly trained to handle an intoxicated customer. Server training provides workers with knowledge of state alcohol laws and the licensee's policies for ensuring compliance with those laws, but also teaches the skills they need to engage customers in a non-confrontational manner. Managers can reinforce this training by their own example.

A security plan is in place. By developing and enforcing policies for handling intoxicated customers, beverage licensees can make great progress in avoiding over-service. Even so, they also need to have a plan in place to handle

a customer who becomes intoxicated or arrives at the establishment already impaired. The plan should include clear instructions that clarify when staff should involve their manager and when law enforcement should be contacted.

Incidents are recorded in a log book. Recording information about unusual incidents can help prove that an establishment is making a reasonable effort to practice responsible retailing, should it become necessary to supply such evidence. Incident logs also provide owners with valuable information about their business operations and practices, which can be used to make improvements and head off potential future problems. A log should be maintained for several years, consistent with State dram shop or tort law/civil responsibility laws.

Seek assistance from law enforcement. Many licensees struggle with whether they should ask law enforcement officials to help them develop plans for dealing with problematic customers. Whether or not a customer who has over-consumed has been over-served, many licensees may fear that their request for assistance may be treated as an incident report that can be held against them in the future. In fact, alcohol law enforcement officials indicate that they would strongly prefer that licensees seek their help when developing policies to prevent unlawful sales to underage or intoxicated customers and to handle customers who have over-consumed.

To learn more about effective practices to prevent over-service, plus other responsible retailing practices, please visit www.rrforum.org and click on the link for Responsible Retailing Practices for On-Premises Alcohol Serving Establishments. If you have any ideas, comments, or examples related to responsible retailing, please send them to krevor@rrforum.org.

Responsible Retailing Forum (RRF)

Established in 2003, the Responsible Retailing Forum (RRForum) is a tax-exempt, 501(c)3 organization that brings together public and private stakeholders—regulatory and enforcement agencies; attorneys general; public health agencies and advocates; retailers and their associations; distributors and producers; and researchers—in order to identify and promulgate best practices for preventing unlawful sales of age-restricted products, and to examine the impact of responsible retailing policies from the diverse perspectives of these various stakeholders. To learn more about the RRForum, visit www.rrforum.org.

Published by:

American Beverage Licensees (ABL)

5101 River Rd,
Suite 108
Bethesda, MD 20816
(301) 656-1494
www.ablusa.org

editor
ROSANNE FERRUGGIA

(c) 2012 American Beverage Licensees. All rights reserved. The contents of this publication may not be reproduced by any means, in whole or in part, without the prior written consent of the publisher.

executive director
JOHN BODNOVICH

director, trade relations & operations
SUSAN DAY DUFFY

manager, communications & public relations
ROSANNE FERRUGGIA

contents

3

where we stand

In the Spirit of the (Election) Season

BY CHUCK FERRAR
ABL President

4

from the office

Innovative Products & Brands Dominate Sold-Out Texas Package Stores Association Trade Show

BY JOHN BODNOVICH
ABL Executive Director

5

dc update

Congress Passes Transportation Bill, Limited Changes to Alcohol-Related Policy; Tax Issues at the Forefront

6

from the industry

Avoiding a Plunge Off the "Fiscal Cliff"

BY CRAIG PURSER
President / CEO, National Beer Wholesalers Association

7

from the industry

Death and Taxes

BY CRAIG WOLF
President & CEO, Wine and Spirits Wholesalers of America

8-11

convention special

Events and photos from the 2012 ABL Convention

12

op-ed

Clamping Down on Keg Theft

BY JOE MCCLAIN
President, Beer Institute

13

op-ed

On "Alcophobes"

BY GUY L. SMITH
Executive Vice President, Diageo North America

14

special report

Washington's Rocky Road to Privatization

15

affiliate update calendar

16

associate members affiliate members



In the Spirit of the (Election) Season

The past few months in our

nation's capital have seen some important developments for independent beverage retailers.

With the surface transportation bill – commonly referred to as the “highway bill” – containing language addressing drunk driving policy and safety research; votes on the estate tax rate as well as the extension of all the Bush-era tax cuts; and the ongoing chess match between the merchants and the banking/credit card industry over “swipe fees”, this summer has reminded us that our Senators and Representatives wield an enormous amount of power over our businesses and our bottom lines.

trying to earn your vote. Talk to these candidates, find out their histories and their interests, and let them know what is important to you as a member of their community. Some issues that you might want to discuss:

- Protect family-owned businesses by renewing maintaining the current estate tax rates. Learn more about the issue from the Family Business Estate Tax Coalition at www.estatetaxrelief.org.
- Support small businesses that pay billions of dollars to banks through hidden swipe fees. Greater transparency of the swipe fee process is needed for merchants and consumers.
- Work with beverage retailers who are committed to responsible retailing by opposing unfunded mandates that detract from successful policy initiatives campaigns. Let's build on the successes of the past twenty years to increase the decline of drunk driving and underage access to alcohol.

“Building a relationship with your local council members, mayor, and state representatives is an investment in the future.”

But the beginning of August brings a quiet to the halls of the Capitol, as our members of Congress return to their districts to reconnect with voters. From the beginning of August through September 7, all Congressional Members will be in their home states and districts for an extended

Constituent Work Period.

The Senate and House Representatives will likely return in September to address some must-pass legislation to keep the government running, but little else is anticipated before they once again head back to home to campaign. In an election year, especially a Presidential election year such as this one, this is a particularly important chance to make outreach to those serving our communities at the federal level.

Just keep it personally relevant, keep it local, and always keep it polite. Grassroots advocacy is a long-term relationship, and one that requires consistent maintenance. And like one's reputation, it takes years to build and just seconds to destroy.

While you're out there, getting to know your current and/or future Congressional representatives, take a look around the room for your local elected officials, as well. As we all know, some of our fiercest battles are fought in state government and even in City Hall. Building a relationship with your local council members, mayor, and state representatives is an investment in the future. Not only do these officials serve you now, but they might go on to serve you for many years, in many positions.

The importance of the influence of the small business, beverage licensee on public policy and government cannot be understated. In our country's rich history, tavern owners and beverage alcohol dealers have played an important role, from John Hancock to Abraham Lincoln. It is a tradition that extends through the centuries to link us to the past, and as America's Beer, Wine and Spirits Retailers, one we must work to preserve. |

I encourage you to take this opportunity to build stronger relationships with your elected officials and their district office staff. This is a great time to meet the candidates who might be your next representative in Congress, as they are



ABL President Chuck Ferrar addresses the industry and convention attendees at the 2012 ABL Convention in Las Vegas. For more convention coverage, go to page 6 or www.ABLUSA.org.



Innovative Products & Brands Dominate Sold-Out Texas Package Stores Association Trade Show

“It’s clear that those brands that participated in the TPSA trade show this year did themselves a service by heightening awareness of their products as well as highlighting their stories in a vast sea of competitors.”

They say everything is

bigger in Texas. Well whoever “they” are, they aren’t kidding.

I was invited to head down to Dallas this August to attend the Texas Package Stores Association’s 65th Annual Convention. I jumped at the opportunity to see first-hand what ABL members in the Lone Star State are up to, and to present to the group what ABL has been working on at the national level.

Did I mention things being big? I arrived in Dallas and promptly walked in to 40,000 square feet of sold-out trade show floor (they could have filled an additional 10,000 square feet with vendors they had to turn away) and 100 percent participation by those companies that had signed up.

According to the TPSA, there were over 2,000 people on the trade show floor with approximately 140 booths, two beer hospitality rooms and a wine tasting room with 40 wine tables. I talked to TPSA Executive Director Lance Lively about whether the show met expectations.

“Every vendor I talked to had a great day,” said Lively. “The new product seminar was a roaring success.”

As Lively noted, the diversity of the products and vendors in Texas this summer was extremely impressive and fitting for Texas’ market size. The trade show demonstrated just how many new and exciting products are out there that are being produced by small companies that are just breaking into the business but are poised to captivate consumers.

The face-to-face interaction and education that the show provided for brands that have compelling stories was significant. Many of ABL’s affiliates put on impressive trade shows every year, and in the case of the Tavern League of Wisconsin, twice a year. The Mississippi Hospitality Beverage Association just wrapped up their 2nd Annual Rolling on the River Wine, Spirits and Food Festival in Vicksburg that brings together retailers from across Mississippi to meet with industry partners.

If there was one key takeaway from the trade show – aside from how impressive and professional a job the TPSA did in putting it on – it is that innovation is alive and well in the distilled spirits and wine

segments and there are more choices than ever before.

So Many Brands, So Little Shelf Space

In talking with Texas package store owners, the growth of local brands, craft distilling, and product innovations are helping diversify the items they sell and provide greater choice to their customers. But it can also pose a challenge when there is only so much shelf space to go around. With the majority of independent package liquor stores checking in with less than 5,000 square feet of space, retailers must take a hard look at what they put on their shelves.

One needs to look no further than the explosion of flavored vodkas to see the issue illustrated in full. Realistically, how many brands of orange-flavored vodka, many similar in taste and price-point, are worth keeping in stock? As the package store owners were telling me, not every start-up brand will make it thanks to the sheer volume of products. But that doesn’t mean that retailers are ignoring opportunities to capitalize on a new brand’s growing popularity.

And once you determine how many brands to carry, how do they pick which ones to order? While more well-known brands are safe choices for retailers, finding that diamond in the rough that delivers a quality experience to consumers can also boost margins.

It’s clear that those brands that participated in the TPSA trade show this year did themselves a service by heightening awareness of their products as well as highlighting their stories in a vast sea of competitors. Some of these start-ups will be tomorrow’s national brands and they will get there by working with retailers who are the last to handle the industry’s products and make the “closing argument” when customers are making their choice.

Facing the Future Together

Just as with any state, Texas has its own unique laws and regulations when it comes to beverage alcohol. Newly-minted Texas

Alcohol Beverage Commission (TABC) Administrator Sherry Cook addressed the conference about the trends and figures that her agency tracks and how those will come into play when the state legislature meets in January for the first time in two years.

To hear TPSA’s Lance Lively tell it, unity and hard work will be required of TPSA members come January. Some of the issues at hand dance around the fringes of the Texas Alcoholic Beverage Code and will likely involve technical tweaks to its language. On the other hand, significant threats to Three-Tier System, which is supported by just about everyone in the industry, are also expected.

An unusually high number of legislators in their first and second terms adds to the potential volatility of the coming session, as does the fact that those interested in altering alcohol laws have had two years to formulate strategies and promote their point of view.

I remain confident that the TPSA and its members will work to promote unity in the coming session to protect a system that is facilitating growth and choice, but like any ABL affiliate, they will defend their members and their interests aggressively should they come under attack.

It’s reassuring to know that groups like the TPSA, just as so many other ABL state affiliates, are out there fighting for locally-owned, family-run businesses. For that, my hat is off to them. |



Texas musician-turned-politician Kinky Friedman with founder of Tito’s Handmade Vodka, Tito Beveridge.



Congress Passes Transportation Bill, Limited Changes to Alcohol-Related Policy; Tax Issues at the Forefront

Following a busy first half of the summer, and as election season heats up, things in Washington are starting to simmer down.

In a flurry of activity before the July 4th recess, Congress passed a two-year transportation reauthorization package on June 29, one day before the existing law was set to expire. The Moving Ahead for Progress in the 21st Century Act (H.R. 4348) is a 27-month, \$120 billion bill that reauthorizes highway, public transit and other surface transportation programs. Alcohol-related language in the bill includes:

Minimum Penalties for Repeat DWI Offenders – Congress tweaked the language for repeat intoxicated driver law requirements in states but on the whole did not significantly alter current law. States are still required to pass repeat drunk driver laws that either require the suspension of offenders driving privileges for one year or require offenders to install an ignition interlock device for one year. No all-offender mandate was included in this legislation.

In-Vehicle Alcohol Detection Device Research Funding – The final legislation calls for two percent of traffic safety research money to be appropriated to “National Priority Safety Programs.” This amounts to approximately \$5.2 million in FY2013 and \$5.4 million in FY2014, and will likely be applied to Driver Alcohol Detection System for Safety Research (DADSS).

“Roll Your Own” Tobacco Machine Amendment Included in Transportation Bill

The transportation reauthorization also contained language amending the federal definition of a “manufacturer of tobacco products.” The new definition includes “persons who, for business purposes, make available to consumers a machine that is capable of making cigarettes, cigars or other tobacco products.” Operators of commercial roll-your-own machines will need to comply with the applicable federal laws pertaining to cigarette manufacturers. Most significantly, commercial roll-your-own machine operators must now pay the federal cigarette tax of \$1.01 per pack on manufactured cigarettes and must apply to the TTB for a permit to engage in such business.

Responses Mixed on Announcement of Proposed Credit Card Settlement

On July 13, a proposed settlement was announced in private antitrust litigation in the U.S. District Court for the Eastern District of New York. The \$7.25 billion settlement is on behalf of a class of approximately seven million merchants in the United States who accept Visa and MasterCard credit cards and debit cards. Since the announcement,

a variety of merchant groups and associations, elected officials and the media have commented on the proposed settlement as it would have implications for so many parties. Most merchants have rejected the settlement stating that while it provides some compensation for the overcharges in the past, it does not address future fees and in fact prevents retailers from having any legal recourse moving forward with fee issues. Additionally, retailers are troubled by the expansion of network rules into mobile technologies that could retailers and consumers for years to come.

At this time, the settlement is only a proposal worked out by the lawyers on each side so the class representative plaintiffs each have some time to decide whether to accept or reject it. The agreement still requires the approval of a U.S. District Court judge. Should a significant number of retailers oppose the settlement, the judge could reject it.

House Votes to Extend Current Estate Tax Rates

The House of Representatives voted to extend all of the Bush-era Tax Cuts on August 1, including the estate tax at its current levels. In a primarily party-line vote, the House passed H.R. 8, the Job Protection and Recession Prevention Act of 2011. Under the bill the estate tax exemption would remain at \$5 million per person indexed for inflation, the top rate would be 35 percent and spousal transfer would continue.

The House vote comes on the heels of the Senate passing a bill (S. 3412) last week to extend tax rates for those earning up to \$200,000 a year and households making up to \$250,000 a year, but with no estate tax language. President Obama has supported the Senate approach.

ABL has signed on to two letters – one to the Senate and the other to the House – urging the extension of current estate tax rates for another year.

Think Tank Calls for Congressional Investigation of Illegal Federal Lobbying Grants

Following reports last month that federal government healthcare grants may have been improperly used to fund political lobbying, a government watchdog organization has called for Congressional oversight hearings to investigate whether the “hundreds of millions of dollars in federal slush funds” were “being handed out to activists to lobby local governments.”

The National Center for Public Policy Research (NCPFR) has called on Congress to investigate Obama administration grants that it claims the Administration’s own agencies

admit are being doled out for the purpose of changing state and local laws and regulations.

As originally reported in *The Hill* on July 10, “grants administered by the Centers for Disease Control and Prevention (CDC) might have been used for lobbying efforts – and that the CDC might have led recipients to believe lobbying was appropriate, despite a federal ban on using grant money for political activism.”

In an op/ed in *Roll Call* on July 31, Jeff Stier, Director of the National Center for Public Policy Research’s Risk Analysis Division, pointed out that “[i]t is important here to distinguish between arguments about the merits of the CDC’s health policy goals (soda taxes, smoking bans, etc.) and legitimate questions about the legality of how the agency hands out grants.”

Internet Sales Tax Bill Supporters Focused on Lame-Duck Session

With a public push from Senate Commerce, Science and Transportation Committee Chairman John D. Rockefeller IV (D-WV) this week, internet sales tax fairness legislation is poised to move during the expected lame-duck session of Congress. Chairman Rockefeller joined the bipartisan ranks of Senate supporters of the Marketplace Fairness Act (S. 1832), arguing that the legislation would help states collect sales tax legally owed from online purchases.

“No matter where or how the purchase is made, our communities need the revenue from these [online] sales to fund basic functions of government,” Rockefeller, a former governor, was quoted as saying in *Congressional Quarterly*. “If Congress does nothing, we’ll end up with states forced to raise income or property taxes to offset the growing loss of sales tax revenue.”

Since a Supreme Court ruling in 1992, online retailers have taken advantage of the fact that they are not required to collect sales taxes in states where they lack a physical presence. Thanks to a mixture of state and local laws, internet sales tax collection today is spotty and few customers pay taxes on online purchases. But with state coffers depleted and tax revenues down, states have been seeking Congressional assistance to access this untapped revenue.

Brick-and-mortar retailers have rallied to support the bipartisan Marketplace Fairness Act in the Senate and its counterpart in the House, the Marketplace Equity Act (H.R. 3179). Despite that support, some legislators continue to express concern about the burden they believe these requirements would place on online retailers. |



Avoiding a Plunge Off the “Fiscal Cliff”

As local businesses

in communities across the country, independent alcohol retailers and licensed beer distributors are in a great position to educate members of Congress and local leaders about your businesses and the quality jobs you provide. Independent retailers and beer distributors work together to create a level playing field for beer brands of all sizes, ensuring that consumers have access to incredible choice and variety.

NBWA beer distributor members are closely-held companies. Tax reform is an opportunity to improve the tax law by simplifying the rules and reducing unnecessarily high tax rates. However, NBWA members are concerned that some of the incomplete tax reform proposals that have been discussed on Capitol Hill thus far could result in significantly higher taxes on business income.

LIFO without a phase out would have an immediate adverse impact on the cash flow of NBWA members. As a result of LIFO repeal, affected beer distributors would owe significantly more in current taxes without having any additional business receipts out of which to pay those taxes. NBWA encourages Congress to oppose proposals that would end the use of LIFO inventory accounting.

It is expected that many of the proposals will generally involve a reduction in tax rates coupled with the reduction or elimination of various current beneficial tax rules to offset the cost of the rate reduction. Along with others in the small business community, NBWA is working hard to educate Congress about potential dangers that changes in tax policy could create especially for S corporations and other pass-through businesses.

Additionally, NBWA is working with key congressional leaders to ensure that current estate tax law is made permanent. The top rate of 35 percent and exemption of \$5 million are set to expire at the end of this year. Without congressional action, the estate tax will increase to a 55 percent top rate and a \$1 million exemption. Like many independent retailers, many beer distribution companies have been passed down through families for generations. In order to preserve the operation of these long-serving businesses that have created jobs and provided economic benefit to communities across our nation, meaningful and permanent estate tax reform is necessary.

Under current tax law, companies organized as partnerships, limited liability companies or S corporations are treated as “flow-through entities,” and the tax on business income tax is paid directly by the owners of the companies. Flow-through businesses account for more than half of all private sector jobs in the United States. Higher taxes for flow-through businesses such as beer distributorships could harm their ability to continue to serve as job producers for the U.S. economy. NBWA opposes any effort to increase the tax burden on flow-through businesses and encourages Congress to pass comprehensive tax reform by reducing the corporate and individual rates similarly and rejecting any double-taxation on America’s closely-held businesses.

Members of Congress and other policymakers need to hear about the strength of local businesses like independent alcohol retailers and beer distributors. They need to hear about the local jobs you provide and the investment you make in your community. As Congress begins to tackle the challenge of avoiding a fall from the “fiscal cliff,” ABL and NBWA members must work together to have a voice in the debate so that your investments in your businesses and your communities are protected. |

Specifically, NBWA is focusing on efforts that would limit a beer distributor’s ability to use the Last-In-First-Out (LIFO) method of accounting and other such deductions used by pass-through businesses. More than half of NBWA member companies use LIFO and some proposals on Capitol Hill and within the Administration would repeal this long-standing, widely-accepted method of accounting. Repealing



“NBWA opposes any effort to increase the tax burden on flow-through businesses and encourages Congress to pass comprehensive tax reform by reducing the corporate and individual rates...”

Independent alcohol retailers and beer distributors are fortunate to have leaders in Congress who know this industry and know what your businesses mean to the American economy. Speaker of the House John Boehner himself started out mopping floors, waiting tables and tending bar in his family’s tavern back in Ohio. This understanding has not been achieved overnight; it’s important to ensure that members of Congress remain educated about issues impacting the beer industry.

Just as issues such as bank fees impact your businesses’ bottom lines, tax policy can have a major impact on profitability. Tax reform has been, and will continue to be, a hot topic in Congress and on the campaign trail this year. As Congress prepares to consider significant reforms to the U.S. corporate and individual income taxes next year, it’s critical that the American Beverage Licensees (ABL) and the National Beer Wholesalers Association (NBWA) work together to advocate on behalf of your businesses.

Due to the federal government’s dire fiscal situation and the expiration of a number of Bush-era tax cuts, the potential for tax increases under the auspices of tax reform is real. As predominantly family-owned and -operated businesses,



Death and Taxes

In a letter he penned to

Jean-Baptist Leroy in 1789, Benjamin Franklin wrote that “In this world nothing can be said to be certain, except death and taxes.” Margaret Mitchell had a slightly different take on that subject in 1936 in her epic tome *Gone With the Wind*, writing that “Death, taxes and childbirth! There’s never any convenient time for any of them.” The reason I note these two famous quotes is that, whether we like it or not – and whether we find it convenient or not - comprehensive tax reform is a certainty and it is going to be front and center in Washington, D.C. over the next twelve months. And the result of that debate will have an impact on every player in the beverage alcohol business.

Why have we reached this critical juncture? The answer is fairly simple. We have been on an extended government spending spree for the past twelve years, during which time our national debt has tripled to close to \$16 trillion. During the first two

“We are an integral and essential part of the national economy, and legislative action that is detrimental to our industry is ultimately detrimental to the national economy.”

hundred and twenty-four years of the republic, we amassed a debt of \$5 trillion. That figure was doubled to \$10 trillion dollars during the eight years of the Bush presidency. But over just the first three and a half years of the Obama administration, our national debt has risen another \$5 trillion dollars, and current budget projections forecast trillion dollar budget deficits as far as the eye can see.

In addition to the issue of debt, there is a sense that the current tax structure is – depending upon who you listen

to – detrimental to growth and prosperity, unfairly burdensome to - or overly generous to - certain groups or disadvantageous to American businesses trying to compete in the global marketplace. But while there is disagreement over the nature of the changes that need to be made, both Democrats and Republicans understand that there needs to be – and there will be – reform. And everyone in Washington believes that the most serious effort to enact comprehensive tax reform since 1986 will take place early next year.

Among the specific issues of concern to WSWA and others within the beverage alcohol industry:

1. Will the estate tax revert to its pre-2001 levels or will there be some sort of compromise reached to keep it at or near current levels?
2. Will there be an attempt to eliminate Last-In, First-Out (LIFO) accounting?
3. Will certain important industry tax credits (5010, 5011) or the Rum Cover-Over be targeted?
4. Will there be an effort to lower the corporate tax rate on the backs of pass-through businesses (Subchapter S, partnerships, etc.)?
5. Will an excise tax increase be imposed and is tax equalization being considered?
6. Will repeal of the Bush tax cuts – the “fiscal cliff” you have been hearing about – or the scheduled budget “sequestration” lead us back to a recessionary economy?

As you can see, there are a host of issues that could have a

significant impact on our industry. And while some of the issues may appear at first glance to be specific to one tier of the industry, the fact is that we all have a lot to gain – or lose – as a result of the upcoming debate. What detrimentally affects one tier will ultimately be detrimental to the entire industry.

Complicating our ability to communicate our perspective on these issues is that fact that virtually every industry will be facing similar challenges and Capitol Hill will be bombarded with letters, e-mails, faxes, calls and visits from constituents and lobbyists seeking to shape the ultimate outcome in a way that favors their own interests. There will be a maelstrom of voices seeking to be heard, and one tier or one sector of our industry will be drowned out in that cacophony. The only way we will be heard is if the industry works to create a coherent message and strategy that brings together our collective power and influence.

The beverage alcohol industry has a compelling story to tell. We are an integral and essential part of the national economy, and legislative action that is detrimental to our industry is ultimately detrimental to the national economy. WSWA will seek to work with ABL and our other industry partners in the supplier and retail sectors – as well as our friends in the beer category – to create a unified voice and a coordinated strategy to derail any efforts to unfairly target our industry as the debate over comprehensive tax reform moves forward. |



2012 convention recap



Beer, wine and spirits retailers and members of the alcohol industry from across the country gathered at the 10th Annual ABL Convention in Las Vegas June 10 – 12 to celebrate the 10th anniversary of American Beverage Licensees, learn from industry experts, and build relationships among retailers and throughout all three tiers of the beverage alcohol industry.

Returning to the Monte Carlo after two years learning about the American traditions of producing bourbon in Louisville and beer in Milwaukee, a renewed focus on the business of the beverage industry complemented the public affairs and government relations topics typically addressed in the annual meeting.

This year boasted the most well-rounded and influential lineup of speakers in the ten-year history of the convention. Equally matched by convention attendees, Celebrating Ten Years served as an opportunity for retailers and industry representatives operating at the highest levels of the industry to interact and learn from one another.

Business Education Seminars



Clockwise from left: Stephen Talpins, Kim Frederiksen, and Ginger Johnson



Business Technology and Online Marketing

“The best website talks about your consumers, and what they want. Not what you want from them.”

After two years of training in the latest in social media technologies and social marketing, ABL shifted the focus of the third annual business technology seminar to search engine optimization and internet marketing tools related to a company's website. Kim Frederiksen of Olicity discussed the many free tools for improving a business's internet presence, particularly making Google work for your business.

View the presentations online!
www.ablusa.org/members-only

Marketing Beer to Women

“The story matters to the female consumer: Who makes it? Where are they located? The story is so important to sales. When she knows the story, she is going to engage.”

Ginger Johnson of Women Enjoying Beer presented dynamic ideas that can make a difference in sales and perception by marketing beer to women. While women make the vast majority of consumer decisions in the household, beer has not been historically marketed or sold to female customers. Focusing on the personal connection and a friendly, open environment to discuss the product is key to turning this opportunity into a higher success rate.

Minimizing Dram Shop Liability

“The number one recommendation is to develop relationships with state and local regulators,” as they not only create the laws, but enforce them and can help educate licensees.

Stephen Talpins, an attorney with Rumberger, Kirk & Caldwell, discussed protection from dram shop liability and social host laws present in 35 states and the District of Columbia. While not dispensing legal advice, Talpins offered a lawyer's valuable perspective on the important steps that can be taken to minimize liability. These types of lawsuit settlements range from \$100,000 to well over \$1,000,000, plus tens of thousands in legal costs.

Talpins encouraged attendees to check their insurance policies, as general liability policies typically exclude coverage for negligent service and only apply to injuries on the premises. For a liquor liability policy to be truly effective, it must cover assault and battery, suits brought by third parties injured off-premises by a patron served at the establishment, all types of damages (including mental), employee drinking, and defense costs.



Recognizing Excellence Indiana Association of Beverage Retailers Receives Inaugural Harry Wiles Award

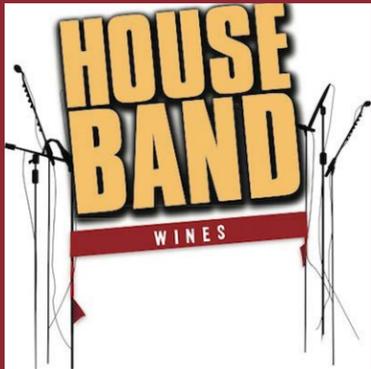
In recognition of the Indiana Association of Beverage Retailers for its outstanding achievement in the area of political communications and government affairs on behalf of the beverage retailer community, IABR officer Warren Scheidt accepted the inaugural Harry Wiles Award at the 2012 ABL Convention

In particular, this award highlighted IABR's strategic use of social media and responsible retailing outreach to educate the public, package store owners and legislators about the social and economic consequences of the unchecked expansion of alcohol sales.

Product Education Events



Anheuser-Busch, represented by Jason Hayes, center, sponsored an Afterglow on the terrace overlooking the strip, featuring Bud Light Platinum.



New product House Band Wines hosted ABL convention attendees on the terrace with live music from local musicians.



National Association of Beverage Importers continued their annual tradition of hosting the welcome reception.



The tenth annual MillerCoors Luncheon featured their current approach to marketing and branding their classic and new products, presented by Joe Joaquin.



RumChata, another new product on the market, hosted breakfast Tuesday morning, featuring a RumChata French Toast and RumChata Iced Coffee.



Beam sponsored the Great Whisk(e)y Debate and the luncheon that followed, featuring brand ambassadors for Laphroig, Knob Creek, and Canadian Club.

The debate rages on, as this contest was declared a tie by moderator Bobby G.



View more photos!
www.facebook.com/ablusa

2012 convention recap

Learning from the Industry



Public Attitudes on Alcohol

On Monday, June 11, the convention's first speakers were Adam Chafetz, President & CEO of Health Communications and Dr. Jeffrey Schaler, Ph.D., M. Ed, who shared perspectives on the perception of alcohol as a public health issue, as well as more broadly in the context of American society throughout history to the present.

Dr. Schaler outlined the history of the public health movement, from the "medicalization" of deviant behavior to policies based on the loss of control and disease, to the current trend in addressing an individual's mindset, values, and how that person experiences environments in any treatment.

Chafetz, below right, discussed how "new prohibitionists" form their arguments, pointing out that they address reducing overall alcohol consumption, rather than abuse. He continued, saying that the issues that are raised most often: raising the drinking age, lowering BAC levels, and the use of interlock devices, are, "Pushing us back to the 18th Amendment in a different way: not legislating it, but kicking us to death."



"People drink for different reasons, in different ways, with different results. If you're going to help them, you can't have a one-size-fits-all approach."

Dr. Jeffrey Schaler (far left)

Industry Perspectives from Producers and Distributors

Tuesday morning, June 12, opened with John McDonnell, COO of The Patron Spirits Company and Chairman of the Distilled Spirits Council of the United States. McDonnell gave a dynamic presentation focused on the importance of tax issues, social responsibility, and supporting ultra-premium brands. Demonstrating the power of innovation with a technology demo, McDonnell said that, "When premium brands create value in the eyes of consumers, they deserve your support, because they support your profits."

Joe McClain of the Beer Institute addressed the relationship between the brewer and the retailer, from craft to the largest companies. Drawing from his own experience in the US Navy, McClain focused on the ability of beer to bring Americans together, particularly in the kinds of locally-owned community establishments that ABL represents. "Taverns, bars and independent stores represent the best part of America's community spirit. That corner pub or store, that top of the tower lounge, you offer communities the right setting for friendship, celebration, or just a place to decompress."

Charlie Merinoff, Chairman & CEO of The Charmer Sunbelt Group and Chairman of the Wine and Spirits Wholesalers of America and Steve Lytle, Director, Columbia Distributing and Chairman of the National Beer Wholesalers Association, addressed the group in turn, providing the distributors' perspective on the three-tier industry. The two then composed a panel that opened for questions from the audience.

Merinoff told the audience that distributors think most about supplier alignment, market share, and delivering excellent customer service, and continued to say, "There is always going to be a distributor, an aggregator to bring thousands of products to thousands of stores and tens of thousands of people. The question is, who owns it: the independent business, the state, or the large business like Costco?"

Lytle informed the audience that "Deregulation through privatization really challenges our industry, especially distributors." Emphasizing that privatization is the most important issue for NBWA members, they are also concerned with preemption, franchise laws, branch expansion, forced consolidation, and self-distribution.



Clockwise from top left: John McDonnell, Joe McClain, Charlie Merinoff, and Steve Lytle

Beverage Media hosted the Board of Directors and industry media for its tenth annual breakfast.

Below, left: Chuck Ferrar, Bill Slone, and John Bodnovich

Below, right: Illinois Association of Beverage Retailers and Bill Slone.



Southern Wine and Spirits
OF NEVADA

On Monday evening, convention attendees enjoyed a reception and guided tour of the Southern Wine & Spirits of Nevada distribution center. The state-of-the-art facility boasted tens of thousands of feet, much of this climate controlled cold storage to safeguard against the heat of the desert.

Among the thousands of products in the facility, Southern Wine & Spirits of Nevada treated convention attendees to beer, wines and spirits local to the Las Vegas area.

Awards and the Top Shelf Banquet

Brown-Forman Retailer of the Year Awards

Honored at the 2012 Top Shelf Banquet were the Brown-Forman Retailers of the Year. Nominated by ABL's state and regional affiliates, the Retailer of the Year awards recognize dedicated ABL retailers who are the last to handle beverage alcohol products before they reach consumers, and are the face of the industry to millions of Americans.

Presented by Ralph Aguera, Vice President, Trade Relations for Brown-Forman, the awards symbolize these business owners' contributions to the beverage alcohol industry. This is the tenth consecutive year that Brown-Forman, a leading producer of distilled spirits, has sponsored the awards, and Mr. Aguera thanked each of the recipients for their hard work and efforts to positively define the industry.



Left: Brown-Forman's Ralph Aguera presents the 10th Annual Retailer of the Year Awards
Right: The 2012 Brown-Forman Retailer of the Year Award Winners

2012 Retailer of the Year Award Recipients

The Avenue Bar | Anchorage, AK
Gold Rush Discount Liquor | Anchorage, AK
Grapevine Wines and Spirits | Little Rock, AR
Fisher's Liquor Barn | Grand Junction, CO
Habersham Beverage Warehouse | Savannah, GA
Kenwood Liquors | Homer Glen, IL
Illinois Valley Super Bowl | Peru, IL
Hildreth's Liquor Mart | Seymour, IN
Charlie's Tuna Tap | East Chicago, IN
Party Mart | Louisville, KY

Snyder's Willow Grove | Linthicum, MD
Arundel Wine & Spirits | Hanover, MD
Sav-Mor Spirits | Somerville, MA
Harry T's Wholesale Wine & Liquor | Canton, MS
Stockman Bar | Harlowton, MT
Tops Liquor | Brooklyn, NY
Allen's Liquors & Wines | Watertown, NY
BB Beverages | Myrtle Beach, SC
WB Liquors | San Antonio, TX
The Alley | Newport News, VA
Terry's Bar | Oshkosh, WI

Top Shelf Award

Bennett Glazer, CEO of Glazer's Inc., a multi-state wine and spirits distributor, was honored with ABL's Top Shelf Award. This is the highest honor given by ABL, recognizing those who have demonstrated excellence over their careers in the beverage alcohol industry and in their communities. The Top Shelf Banquet reception and dinner were sponsored by the Distilled Spirits Council of the United States and recognized the industry's finest. Nominated by the Texas Package Stores Association, Bennett Glazer spoke of the unity that remains strong in the beverage alcohol industry, despite the many changes that he has witnessed over the last three decades.

Top Right: Bennett Glazer with ABL President Chuck Ferrar
Bottom Left: Texas Package Store Association members with the Glazer family
Bottom Right: Mark Gorman of DISCUS, Bennett Glazer, center, and John McDonnell



Leadership Changes

The ABL Board of Directors elected new officers to serve into 2014: Vice President Warren Scheidt of Cork Liquors in Columbus, IN; Vice President Steve Morris of Jorgenson's in Helena, MT; Treasurer Ray Cox from Elite Beverages in Indianapolis, IN; and At-Large Representative Don Diserens of Alton Sports Tap in Alton, IL. They join President Chuck Ferrar of Bay Ridge Wine and Spirits in Annapolis, MD; Vice President Victor Pittman of Silver Leaf Wines & Spirits in Ridgeland, MS; Vice President Bob Sprenger of Bubba's in Marion, WI; and At-Large Representative Rob Swearingen of the AI-Gen Dinner Club in Rhinelander, WI, who will continue to serve on ABL's Executive Committee until 2013.



Left: Immediate Past President David Jabour and the Executive Committee
Right: Chuck Ferrar with two outgoing Executive Committee members, Harry Klock and Jane Springer

SAVE THE DATE

2013 ABL CONFERENCE

WASHINGTON, DC

JUNE 2013





Clamping Down on Keg Theft

It's a problem that won't go away – and is starting to add up to real dollars. It's the problem of keg theft. When keg thieves prowl the alleys behind bars, taverns and restaurants, they drive up costs for brewers, retailers, and ultimately, consumers.

Unfortunately, keg theft is not new to our business. According to data gathered by the Beer Institute, each year more than 350,000 kegs are lost, totaling more than \$50 million in financial loss to brewers and importers. When new kegs cost more than \$130

“Today, we must ask our partners in the tavern and restaurant business to help by considering new ways of securing empty kegs to prevent thieves from gaining easy access – and help avoid that \$50 million in costs to the bar tabs of beer drinkers.”

apiece, and keg deposits range from \$10 to \$50, it's clear how keg loss can start to hurt the bottom line of retailers and tavern owners, and how thieves are forcing up the price of beer on all consumers.

In 2008, the last time we saw a real spike in keg theft, it was driven by demand for scrap metal. So the Beer Institute worked in cooperation with scrap metal dealers to reduce the market for keg thieves. This time, we have a different problem: even while there is some demand kegs as scrap metal, there is also an explosion of new brewers – not all of whom are up to speed on every detail of the beer industry.

Many of these new small brewers don't know, for example, that the kegs that they may be buying second-hand as a cost-cutting measure may actually have been procured illegally. They may believe they are buying legally-possessed kegs for re-conditioning, when the truth is they are buying stolen kegs.

So our newest initiative to reduce keg theft is a multi-pronged effort, coordinating with large and small brewers on a new outreach effort.

As part of that, the Beer Institute is cooperating with the Brewers Association, National Beer Wholesalers Association and the Institute of Scrap Recycling Industries (ISRI) to educate all our members about steps they can take to prevent keg theft by reducing the demand for stolen kegs. We also want to work with retailers – whether package stores, taverns or restaurants – on steps you can do to reduce the opportunity for kegs to be stolen.

For example, we are working with ABL to look into ways that package stores, restaurants and taverns could cheaply secure empty kegs awaiting pickup by distributors. Unfortunately for us all, gone are the days when leaving empty kegs “out back” was enough. Today, we must ask our partners in the tavern and restaurant business to help by considering new ways of securing empty kegs to prevent thieves from gaining easy access – and help avoid that \$50 million in costs to the bar tabs of beer drinkers.

Brewers commonly imprint or paint their logos on the kegs to make it harder for anyone to pass them off as their own. Many brewers also have policies to not sell kegs once they are retired, which makes it much easier to identify stolen kegs. And ISRI helps by refusing to purchase kegs as scrap metal, aside from special arrangements with brewers.

Brewers and importers know that our partners in retail – whether tavern keepers or package store operators or others – already do a lot for our common business. We will never overlook that. We simply want to work closer with every link the chain between beer brewer and beer drinker on an effort to educate everyone on the fact that kegs are not the property of distributors, retailers or consumers – they are owned by the brewers and importers.

From brewers to wholesalers to retailers to customers, everyone suffers when keg thieves are free to work. But through education, vigilance and a few simple steps, we can put a kink in the line of keg theft.

The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to the development of sound public policy and to the values of civic duty and personal responsibility: www.BeerInstitute.org |





Guy L. Smith on “Alcophobes”

Our industry – represented by suppliers, retailers, distributors, restaurants, hotels, pubs, bars and more – is under attack.

Recently, you may have seen an increase in those accusing our industry of being the cause of alcohol abuse and underage drinking. Often it is you - the retailers - that are unfairly targeted and get the brunt of these accusations.

Thanks in a large part to your efforts, we know that the vast majority of underage drinkers do not illegally purchase alcohol at retail. Despite unfounded claims to the contrary, research shows the majority of underage drinking is a result of kids getting alcohol from relatives or friends.

For more than a decade, the alcohol industry has joined together with law enforcement, government agencies, legislatures and parents to work collaboratively towards targeted, solutions-oriented approaches. And it is working. The good news is that underage drinking and drunk driving rates are at all time lows and trending down. While there is still a lot more that needs to be done, these

positive trends indicate that progress is being made.

Despite this progress, there are a number of individuals and

organizations who insist on demonizing alcohol in a thinly veiled attempt to ban alcohol consumption outright. I call these people Alcophobes.

Alcophobes often employ “junk science” based on flawed methodology or incomplete data to drive their agenda. While they may claim to be focused on reducing alcohol harm, it is clear their real mission is to entirely remove

time, Diageo will not stand by silently while Alcophobes drive their agenda without challenge.

At Diageo, responsible drinking is core to everything we do, evidenced in our strict Marketing Code, extensive responsibility programs and continued work with our industry, community and civic partners. There is a special responsibility when selling

“Recently, you may have seen an increase in those accusing our industry of being the cause of alcohol abuse and underage drinking. Often it is you - the retailers - that are unfairly targeted and get the brunt of these accusations.”

alcohol from the market. I first talked about this alarming trend earlier this year at the Responsible Retailing Forum – of which I know many of you are members. To see the full presentation, click here.

The counterproductive efforts of Alcophobes are designed to harm the alcohol industry and unfairly punish adults who enjoy a legal beverage responsibly. And worse, they cloud the real issue of alcohol abuse.

We cannot allow these attempts to distract from our efforts or sidetrack our determination. Our industry must sustain our commitment to working together in order to continue to reduce underage consumption and all types of alcohol abuse. At the same

alcohol, which we take very seriously and I know you do as well.

I’m sure you’ve seen some of this first hand. If so, please send me an email. I’d like to hear firsthand about any Alcophobes in your area and what they’re doing locally. You can reach me directly at:

guy.smith@diageo.com.

Diageo and I look forward to working together with you and other industry partners to continue our efforts to combat alcohol abuse in every form, including Alcophobes.

Cheers!

guy

DIAGEO



Washington State's Rocky Road to Privatization

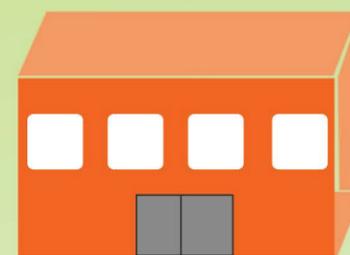
After several failed attempts in the legislature, Costco invested over \$22 million in the campaign to pass I-1183, the largest contribution from a single source.*

\$22M

NOVEMBER 8, 2011

That's \$5.89 per registered voter

The average state store was 5,000 square feet...



...I-1183 excluded small business by requiring stores have at least 10,000 square feet.

\$345M

\$71M

State revenue was \$345 million in 2011, with another \$71 million distributed to city governments.

JUNE 1, 2012

\$10

Average liquor price increase per 750ML bottle

And Costco plans to only carry about 70 of the thousands of products available.

Jobs cut.

900

Drop in WA liquor sales

June 2011 compared to June 2012

9.4%

AUGUST 2012

Border stores in Oregon and Idaho have had record-breaking sales increases since June 1.

33%

35%

© 2012 American Beverage Licensees

What lessons can we learn?

ABL does not support or oppose the privatization of retail liquor sales. But we can all learn from what happened in Washington state, as control states from Pennsylvania to Oregon consider privatization.

Complicated tax structures increase taxes. I-1183 proponents promised lower prices through competition, but the heavy fees levied to compensate the state coffers have raised prices 10-30% across the board. In response, advocacy groups are lining up to fight the taxes that were intended to maintain the state's revenue stream. How much does Washington state stand to lose?

Pushing out distributors leads to decreased choice for consumers. Bringing thousands of products to thousands of stores is no simple feat. I-1183 allows mega retailers to purchase directly from producers, so it is no surprise that they are offering a small fraction of available products. In a state with a \$656 million wine industry and growing craft distillers, that is a large market to marginalize.

Any scheme with square footage requirements will attract mostly big box stores to market. Sure enough, national chains are circling the Evergreen state. Washington's largest liquor license holder will be Safeway, while Wal-Mart

has applied for licenses for all its locations in the state. And unlike local business owners who keep profits in the local economy, it remains to be seen if national chains will invest in Washington state communities.

Dramatic increases in availability and little training can lead to problems of safety. Since I-1183 has taken effect, reports of liquor theft and underage possession have increased. Many big box retailers simply do not have the same investment in alcohol sales as small business owners.

*Visit www.ablusa.org/1183info for source information.

Wine in Kentucky Grocery Ruling, Real Recycling for Massachusetts, Happy Hours in Kansas, WIGS in Oklahoma, and a Wisconsin Election

Federal Judge in Kentucky Gives Grocers Right to Sell Liquor

A federal judge in Kentucky struck down the state's 70-year ban on wine and liquor in grocery stores, stating unconstitutional discrimination against different retailers. The final ruling is awaiting a conference.

Judge John G. Heyburn ruled August 14, 2012, on a lawsuit brought by a coalition of grocers, stating that legislators "wanted to limit liquor sales generally ... and it did so by arbitrarily distinguishing grocers from all other retailers." "Perhaps back then grocers were different from other potential alcohol vendors in some manner that rationally related to the sale of liquor and wine. If so, none of those differences appear today; most drugstores sell staples and some grocers sell prescription drugs," Heyburn wrote.

The ruling calls into question a current Kentucky law that also requires that only employees 20 years old or older may sell liquor, and it may be sold only in stores where minors are not allowed unless accompanied by a parent. It is unclear if those regulations would be maintained for package liquor stores or how the restrictions would be applied to new retailers.

The Kentucky Association of Beverage Retailers (KABR) opposes the ruling. Karen Thomas Lentz, a KABR spokesperson, told the *Business Journal* that "Alcohol is not bread, and it is not milk. It is the most highly regulated product we have, and rightfully so."

Massachusetts Package Store Association Mounts Coalition Campaign Against Bottle Bill

The Massachusetts Package Store Association and Real Recycling for Massachusetts – an organization of citizens, businesses, trade organizations and unions – are working to defeat a hidden tax slipped into legislation designed to generate economic development and job creation.

A five-cent tax on bottled beverages was attached to a "jobs bill" expected to pass by the end of the legislative session. The Senate voted in July to reject the same proposal. The \$22 million in expected proceeds was not slated for recycling efforts, but poised to be deposited into the state's general fund. Real Recycling for Massachusetts estimates that it will raise the price of groceries by as much as \$116 million a year, while costing retailers an estimated \$58 million annually in additional operating costs.

The coalition is advocating for more effective recycling systems, including expanding curbside pickup, improving the ability to recycle on-the-go, making recycling accessible in more public places such as parks and arenas, and supporting comprehensive litter prevention programs.

Happy Times Return to Kansas

Happy hours are once again legal in Kansas after a twenty-year ban on discounts based on times of the day. The bill also allows bars to offer drink specials based on demographic groups, such as ladies' nights.

Phil Bradley, Executive Director of Kansas Licensed Beverage Association, told the *Lawrence Journal-World* that he's been advocating for the change for 15 years, and the changes will help Lawrence establishments market outside the

ubiquitous college crowd. He suggested bars host afternoon promotions that target retirees, saying, "You could call it 'an old enough to know better' hour."

Wine in Groceries Pops Up, Goes Down in Oklahoma

The Retail Liquor Association of Oklahoma (RLAO), comprised of 80 of the state's 640 licensed package liquor retailers, opposed a petition submitted by the coalition group Oklahomans for Modern Laws. The initiative petition would have created a new wine license, permit stores of at least 25,000 square feet of floor space to sell wine for off-premises consumption. Convenience stores were excluded from the measure.

J.P. Richard, RLAO president told the Associated Press, "This is big corporate business making a cash-flow grab," Richard said. "All you have to do is read the language in their petition."

Despite an earlier ruling by the Supreme Court allowing the petition to move forward, the coalition withdrew after realizing their campaign would leave the State Election Board insufficient time to place the measure on the ballot. The leader of Oklahomans for Modern Laws has stated the group fully intends to bring the measure to ballot in 2014.

ABL Board Member Wins Local Primary

Tavern League of Wisconsin member and longtime ABL leader Rob Swearingen received nearly 75% of the vote to secure victory in his primary election for the 34th District of the Wisconsin Assembly. Rob is now preparing for the for the November 6 general election where he will face Democrat Merlin Van Buren to fill the open seat vacated by retiring Representative Dan Meyer. |

calendar of events

SEPT 9-11, 2012
ILLINOIS LICENSED BEVERAGE ASSOCIATION
127TH ANNUAL CONVENTION & BUSINESS
MEETING
COLLINSVILLE, IL

SEPT 10-13, 2012
MONTANA TAVERN ASSOCIATION
57TH ANNUAL CONVENTION & TRADE SHOW
LEWISTON, MT

SEPT 17, 2012
OHIO LICENSED BEVERAGE ASSOCIATION
BUCKEYE BAR EXPO
COLUMBUS, OH

SEPT 22, 2012
INDIANA ASSOC. OF BEVERAGE RETAILERS
TRADE SHOW
INDIANAPOLIS, IN

SEPT 29-OCT 1 2012
ABL BOARD OF DIRECTORS MEETING
CHICAGO, IL

OCT 9, 2012
NEW YORK STATE LIQUOR STORES
ASSOCIATION
HOLIDAY TRADE SHOW
ALBANY, NY

OCT 10, 2012
MASSACHUSETTS PACKAGE STORES
ASSOCIATION
MASSPACK TRADE SHOW

OCT 14-16, 2012
RETAIL BEVERAGE COUNCIL OF FLORIDA
40TH ANNIVERSARY EDUCATIONAL SEMINAR
AND TRADE SHOW
ST. AUGUSTINE, FL

OCT 14-17, 2012
NATIONAL BEER WHOLESALERS ASSOCIATION
75TH ANNUAL CONVENTION
SAN DIEGO, CA

OCT 21-22, 2012
TAVERN LEAGUE OF WISCONSIN
FALL CONVENTION
WISCONSIN DELLS, WI

OCT 22, 2012
METROPOLITAN PACKAGE STORE ASSOCIATION
ANNUAL DINNER
HOWARD BEACH, NY

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
Glazer's, Inc.
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

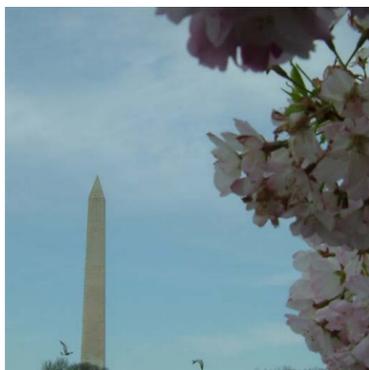
Wyoming State Liquor Association

WINE & SPIRITS GUILD OF AMERICA

ABL Insider

A PUBLICATION OF THE AMERICAN BEVERAGE LICENSEES | VOL. 6, NO. 3 | FALL 12

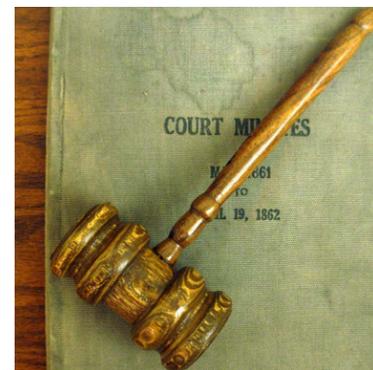
in this issue



DC Update:
Congress Passes Transportation Bill, Tax Issues at the Forefront



2012 Convention Recap:
What We Learned



Affiliate Update:
Federal Judge Gives Kentucky Grocers a Right to Sell Liquor

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



ABL
AMERICAN BEVERAGE LICENSEES
5101 River Rd Suite 108
Bethesda, MD 20816
(888) 656-3241
www.ablusa.org
AMERICA'S BEER, WINE AND SPIRITS RETAILERS

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