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## **ABL Launches Redesigned Website**

*New Site Features Full Mobilization, Improved Functionality and Enhanced Members-Only Section*

**January 19, 2017 – Bethesda, MD** – American Beverage Licensees (ABL), the preeminent national trade association representing America’s beer, wine and spirits retailers, unveiled today its newly redesigned website, [www.ablusa.org](http://www.ablusa.org). Recognizing the continued shift to mobile devices for accessing information, the new site is fully mobilized and offers quick and easy access to a wide range of information – including the latest legislative updates, industry news and events – as well as an updated members-only section.

“With the ever-increasing shift to mobile platforms, we are excited about rolling out the revamped, fully mobilized ABL website to our members, industry partners, and the public at-large,” said ABL Executive Director John Bodnovich. “The site’s improved user interface, layout and design will enable visitors to easily navigate the site and find the information they’re looking for – whether doing so from their desktop, tablet or smartphone.”

The redesigned website has a clean and uncluttered design, improved mobile functionality and enhanced content focused on ABL’s three-tiered mission to:

*Initiate, promote, and support laws, regulations and rules that preserve and protect the right of responsible on and off premise retailers of beverage alcohol to operate legitimate and lawful businesses without burdensome intrusion;*

*Encourage and promote closer relations among all entities engaged in the responsible sale of beverage alcohol through effective communications, innovative services, and education and training opportunities; and*

*Educate the public to a higher level of awareness regarding the scope of the licensed beverage alcohol industry.*

For more information on ABL and to view the redesigned website, please visit [www.ablusa.org](http://www.ablusa.org).

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***American Beverage Licensees*** is the preeminent national trade association for beverage alcohol retailers. Direct retail beverage alcohol sales in the United States generate as many as 1.94 million well-paying jobs. ABL’s thousands of on-premise and off-premise licensee members are independent and often family-owned establishments. The beverage retailing industry pays over \$25.3 billion in federal taxes and \$18.36 billion in state and local taxes. To learn more about ABL, visit [www.ablusa.org](http://www.ablusa.org).