



American Beverage Licensees



Membership & Services Guide

In hundreds of thousands of bars, taverns, restaurants and package stores around the country, beverage licensees open their businesses every day to serve friends, neighbors and communities.

American Beverage Licensees (ABL) is focused on supporting these small businesses. ABL provides a voice and services for on- and off-premise beverage retailers in four key areas:

Legislative: ABL makes outreach to Congress through coalition and alcohol industry coordination;

Legal: Weighs in on litigation that can affect the system under which alcohol is sold in the United States;

Regulatory & Administrative: Adds retail alcohol and small business perspective to rules and policy discussions;

Education & Public Opinion: Communicates the messages of its members through public relations initiatives.

This guide provides an overview of the value of American Beverage Licensees and what ABL delivers. I encourage you to see for yourself what we're up to.



JOHN BODNOVICH
Executive Director
American Beverage Licensees

American Beverage Licensees

CREATING JOBS & CELEBRATING HOSPITALITY

Bars, Taverns, Restaurants & Package Stores Are the Bedrock of American Hospitality Culture

When we want to celebrate with our friends, toast our loved ones, connect with our neighbors or interact in our local communities, we often do so with beer, wine and spirits that can be found at local on- and off-premise establishments.

America's bars, taverns and package stores play a large role in the nation's enjoyment of beverage alcohol. They are also key community partners and significant contributors to their local, state and national economies.



The retail beverage alcohol industry is responsible for as much as **\$295.43 billion** in total economic activity throughout the country.



Establishments that sell alcohol in the United States employ as many as **1,937,653 people** across the country, while also responsible for generating an additional **1,015,410 jobs** in supplier and ancillary industries.



Beverage alcohol retail jobs are well-paying, averaging **\$36,600** in annual wages and benefits.



Nationally, the industry and its employees pay over **\$25.3 billion** in federal taxes, and nearly **\$18.36 billion** in state and local taxes.



American Beverage Licensees

INDUSTRY INITIATIVES



ABL Is Focused on Supporting Licensed Businesses, Building Its Members' Bottom Lines and Preparing the Retail Tier of the Beverage Alcohol Industry for What the Future Holds

ABL does this with a voice projected to legislators and key decision makers in Washington, D.C. and beyond. ABL also works to represent the interests of its members in coalition with other organizations that share similar positions on policy issues.

LEGISLATIVE

ABL is the voice of beverage licensees in Washington. With a proven 15-year track record, ABL stands up for independent retailers before Congress.

Without ABL, there would be little defense of beverage retailers from harmful legislation and anti-alcohol efforts. ABL's primary focus is beverage alcohol issues. ABL's secondary legislative focus is retail business issues that will help its members' bottom lines.

EDUCATION & PUBLIC OPINION

ABL communicates with the media - both industry and mainstream - and directly to its members, alcohol industry leaders, elected officials and the public at-large to share the stories and issues that matter to beverage licensees.

Through a quarterly membership magazine, a weekly e-newsletter, legislative updates, social media campaigns, PSA's and other regular communications, ABL is dedicated to spreading its core messages and serving its members.

REGULATORY & ADMINISTRATIVE

In addition to acting as a clearinghouse for state affiliates to share and discuss alcohol regulations at the state level, ABL monitors and acts on federal regulatory or administrative actions.

Whether meeting with highway safety administrators, health and human services officials, tax and trade representatives, transportation safety advocates or federal government agencies, ABL is sharing its members' perspective on the beverage alcohol regulatory front.

LEGAL

As a foremost advocate for the validity of the Three-Tier System and the 21st Amendment, ABL has always supported states' rights to regulate the sale of beverage alcohol to consumers and supported the rights of its state affiliates to advocate for legislative and regulatory policies.

By weighing in on court cases in jurisdictions throughout the U.S. that may have an impact on ABL members, ABL is making its voice heard in legal battles that will shape the future of the industry.

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THE VOICE & VALUE OF ABL

ABL Is the Largest National Advocate Dedicated to Causes and Issues Impacting Retail Licensees of Beverage Alcohol

ABL speaks for retail licensees of beverage alcohol. The majority of ABL members are family-owned, single unit stores or bars that support their local economies and communities.



Providing networking and educational opportunities, as well as access to alcohol industry experts and resources.

ABL members attend the ABL annual meeting, which brings together the alcohol industry to discuss policy issues that affect beverage retailers. ABL also serves as a clearinghouse for information about beverage laws, regulatory trends, and news and information from all tiers and all sectors of the beverage alcohol industry.



Sharing news and information with its members in a variety of formats.

The members-only quarterly *ABL Insider* magazine, which is mailed to every ABL member, provides news and updates on ABL's programs and the industry. ABL members also receive legislative updates which are distributed to ABL's affiliates, who in turn share that information with their members. Since 2011, ABL has published the *ABL Weekly*, a once-a-week roundup of alcohol industry news with a retailer focus. ABL also has a robust social media presence on both Facebook and Twitter.



Defending the legal sale of beverage alcohol by beverage licensees and enjoyment of beverage alcohol products by adults.

Whether in newspaper editorials, media interviews or in the halls of Congress, ABL represents businesses and licensees' right to sell and serve alcohol products. ABL also promotes the historical and traditional role that beverage alcohol has in social occasions and American culture.



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PROMOTING OUR MEMBERS

Beverage Licensees Are the Last to Handle Beverage Alcohol Products Before They Reach the Consumer and Reflect a Lasting Image of the Industry to the Public

Beverage retailers' welfare is of critical importance to the continued health and future of the hospitality industry. ABL supports its members and draws positive attention to their businesses.



Tavern Month

Since 1953, tavern owners across the country have celebrated Tavern Month every May, raising their glasses and public awareness of the "Friendliest Place in Town." American bars and taverns represent the best of social culture and the community spirit that is at the core of the country's civil fabric. They provide thousands of dollars to charities, provide hundreds of thousands of jobs and entertain tens of millions of patrons each year.

Today's bars and taverns reveal the changing cultural norms of the country while still reflecting the fiercely independent spirit of bar and tavern owners. Bar and tavern owners continue to place a strong emphasis on responsible service by training employees and incorporating programs to prevent drunk driving and underage access to alcohol.



Package Liquor Store Month

Each November, ABL and its members celebrate Package Liquor Store Month by saluting independent off-premise beverage licensees who provide choice, service and value to their customers and communities. America's package liquor stores continue to have a positive impact 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 local businesses on Main Street, package liquor stores, which in most cases also sell beer and wine, train their employees to conduct safe and responsible sales to adult consumers, thus leading by example when it comes to preventing underage access to alcohol. As consumers embrace new products and established brands, 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.

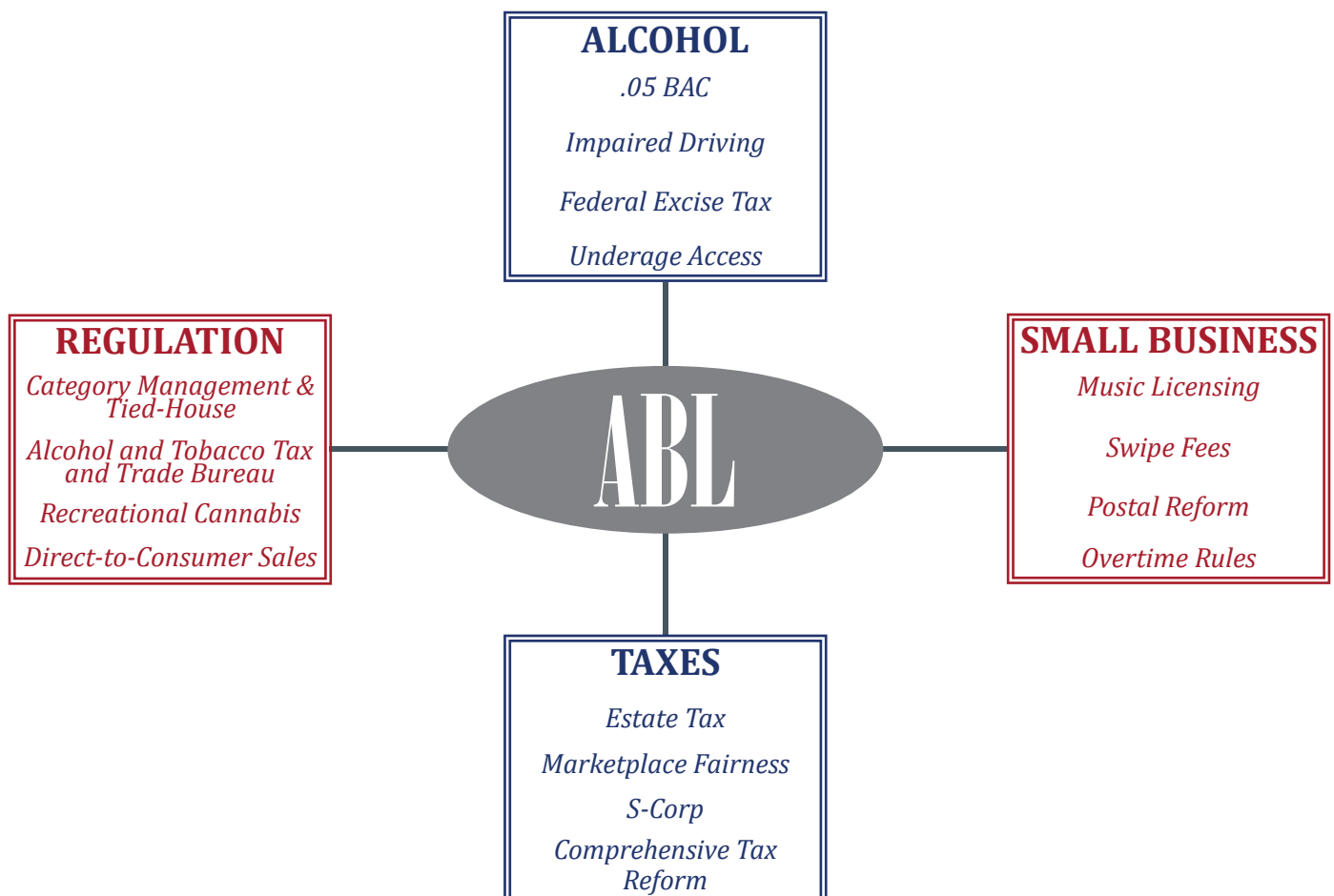
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BEVERAGE RETAILER PUBLIC POLICY ISSUES



Each Year, ABL Tracks Dozens of Bills Introduced in Congress That Could Affect Beverage Licensees

ABL and its members work with policymakers to equip them with the information and tools to make informed decisions about the beverage alcohol industry. In an era when tax reform, government regulation and the economy are front-burner issues, it is as important as ever to stay engaged in the federal public policy discussion.



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GRASSROOTS ADVOCACY

ABL Delivers on Its Promise to Fight for Retail Beverage Licensees with Grassroots Advocacy

From saving retailers \$250 per year and lowering the cost of doing business with debit card swipe reform, to preventing numerous tax increases and attempts to marginalize the hospitality industry, ABL is helping its members and their bottom lines.

Repealing the Special Occupational Tax

ABL was instrumental in securing the temporary and then permanent repeal of the \$250 annual Special Occupational Tax (SOT) which resulted in saving beverage licensees what amounts to 10 times their ABL annual dues. ABL continues to fight off efforts to impose "user fees" on retail beverage licensees.

Standing Up Against Unfunded Federal Mandates

ABL has tirelessly opposed unfunded federal government mandates that would impose ineffective policies on states. This has included opposition to the universal application of ignition interlock devices and other policies that penalize the vast majority of adults who responsibly enjoy beverage alcohol and the licensees who provide our industry's products.

Debit Card Swipe Fee Reform

By lending its grassroots contacts and voice to the fight, ABL was a key part of a coalition that shepherded debit swipe fee reform to passage as part of financial reform legislation. ABL successfully engaged its members in a grassroots campaign to lower debit swipe fees from an average of 44 cents per transaction to a limit of 22 cents.

Preserving the Three-Tier System

ABL's support of states' rights to determine how best to sell and serve alcohol within their borders has been unwavering. ABL believes in the value and effectiveness of the Three-Tier System and has, along with its industry partners, taken legal action to defend it.

Fighting Tax Increases

As part of countless efforts over the past ten years, ABL members have thwarted efforts to raise excise and sales taxes on alcohol at the federal, state and local levels. Alcohol tax increases hurt those who least can afford it: our members' businesses and the people they employ – bartenders, servers and other hospitality industry workers.

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MEMBERSHIP

ABL Members Come in Many Shapes and Sizes, from Corner Bars to Local Package Liquor Stores with Multiple Locations

Membership is open to state beverage associations, or as a member at-large should they not have a state association. Alcohol industry companies and organizations are also eligible for membership as Associate Members.

Three Types of ABL Membership



Affiliate Membership

Affiliate Membership is available to any state or regional retail alcohol trade association whose purposes do not conflict with those of ABL. If a qualifying organization includes members from a state which already has an affiliate member, the existing affiliate must give its approval before the applicant organization will be eligible for Affiliate Membership.

Individual Membership

Individual Membership as an "At-Large Member" is available to those retail beverage licensees who do not have an ABL affiliate in their state.

Associate Membership

Associate Membership is available to any company or industry trade association that provides products and services to on- and off-premise retailers of beverage alcohol. A wide range of dues levels are available to Associate Members.

You're invited to join a dynamic association that believes that by working together, we can forge a stronger beverage alcohol industry. By joining today, you will become active in protecting the rights of licensees and determining the future of our great industry.



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STATE BEVERAGE ASSOCIATION AFFILIATES

ABL Has an Intense Focus on Grassroots Advocacy Networking with Its State Affiliate Members Throughout the Country

Thanks in large part to its state and regional affiliates, ABL has the ability to gather and share information about threats to our industry, best practices, and legislative and grassroots efforts.

Affiliate Members recognize that ABL membership is an insurance policy that protects them from harmful policy initiatives and misguided regulatory efforts.

ALABAMA

Alabama Beverage Licensees Association

ALASKA

Alaska CHARR

COLORADO

Colorado Licensed Beverage Association

CONNECTICUT

Connecticut Package Stores Association

DELAWARE

Delaware Small Business Leadership Council

FLORIDA

Florida Independent Spirits Association

GEORGIA

Georgia Alcohol Dealers Association

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

MARYLAND

Maryland State Licensed Beverage Association

MASSACHUSETTS

Massachusetts Package Stores Association

MISSISSIPPI

Mississippi Hospitality Beverage Association

MONTANA

Montana Tavern Association

NEW JERSEY

New Jersey Liquor Stores Alliance

NEW YORK

Empire State Restaurant & Tavern Association

New York State Liquor Stores Association

OKLAHOMA

Retail Liquor Association of Oklahoma

PENNSYLVANIA

Malt Beverage Distributors Association of Pennsylvania

RHODE ISLAND

Rhode Island Liquor Stores Association

SOUTH CAROLINA

ABC Stores of South Carolina

SOUTH DAKOTA

South Dakota Licensed Beverage Dealers & Gaming Association

TENNESSEE

Tennessee Wine & Spirits Retailers Association

TEXAS

Texas Package Stores Association

VIRGINIA

Virginia Licensed Beverage Association

WISCONSIN

Tavern League of Wisconsin

WYOMING

Wyoming State Liquor Association

WINE & SPIRITS GUILD OF AMERICA

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ASSOCIATE MEMBERSHIP

America's Beer, Wine & Spirits Retailers

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American Beverage Licensees

AFFILIATE MEMBERSHIP

Affiliate Membership

Name of Affiliate _____

Contact Person _____ Title _____

Street Address | P.O. Box _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Website _____

Dues

1 - 1,000 Members \$25/member

For the Next 1,000 Members \$20/member

For All Additional Members Over 2,000 \$15/member

- The weighted vote under this dues structure shall be one vote and one additional vote for every 300 members, however, affiliates who pay graduated dues shall have their additional voting strength based upon the total amount of dues paid or payable by them divided by \$25
- Minimum dues for an affiliate are \$250 per quarter.
- An applicant that has been in existence for less than three years, may apply for membership in ABL at a membership rate of \$15 per member, up to but not in excess of \$1,000 for one year, where after dues for membership in ABL would increase to \$25 per member in accordance with the ABL By-Laws.
- An applicant that has not been a member of ABL within the past 5 years is eligible for 50 percent dues discount for one year, with a minimum dues obligation of \$250 per quarter

Date Applicant Started Operations _____

Applicant Represents: ☐ On-Premise Retailers ☐ Off-Premise Retailers ☐ Both

Approximate Number of Licensees Applicant Represents _____

Mail Payment To

American Beverage Licensees
5101 River Road | Suite 108
Bethesda, MD 20816

I certify that the above information is true and complete.

SIGNATURE _____

Title _____ Date _____

American Beverage Licensees

INDIVIDUAL MEMBERSHIP

America's Beer, Wine & Spirits Retailers

Individual Membership

At-Large Members are those members who do not have an ABL affiliate within their state to which they can rightfully apply for individual membership.

Contact Information

Name _____ Title _____

Street Address | P.O. Box _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Website _____

License Type: ☐ On-Premise Retailers ☐ Off-Premise Retailers ☐ Both

Dues

Annual At-Large Membership* \$250/member

**At-Large Membership includes receipt of the ABL INSIDER, reports, and any other information that may affect the licensed beer, wine and spirits retail industry.*

Mail Payment To

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5101 River Road | Suite 108
Bethesda, MD 20816

I certify that the above information is true and complete.

SIGNATURE _____

Title _____ Date _____

American Beverage Licensees

ASSOCIATE MEMBERSHIP

Associate Membership

Associate Membership is available to any company or industry trade association that provides products and services to on- and off-premise retailers of beverage alcohol.

Associate Membership Annual Dues Levels:

- | | | |
|--------------------------|----------|----------|
| <input type="checkbox"/> | Diamond | \$25,000 |
| <input type="checkbox"/> | Platinum | \$15,000 |
| <input type="checkbox"/> | Gold | \$10,000 |
| <input type="checkbox"/> | Silver | \$5,000 |
| <input type="checkbox"/> | Bronze | \$2,500 |

Contact Information

Name _____

Title _____

Organization | Company _____

Street Address | P.O. Box _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Website _____

Mail Payment To

American Beverage Licensees
5101 River Road | Suite 108
Bethesda, MD 20816

I certify that the above information is true and complete.

SIGNATURE _____

Title _____ Date _____

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WHY ARE YOU AN ABL MEMBER?

ABL Members Explain The Value Of Membership In Their Own Words

While we can be an effective force in Wisconsin we rely on our national organization, ABL, to keep us informed on issues of national concern. ABL is our watchdog in D.C. and they make certain we are both informed and heard.

*- Pete Madland, Executive Director
Tavern League of Wisconsin*

We have a responsibility to support our local, state, and national trade associations and it is in our best interest to do so. We are stronger and smarter when we come together to accomplish and address the issues that are important to us all. In exchange we get timely and accurate information, a broader perspective and a loud voice that elected officials, enforcement agencies, and the other tiers listen to, respect, and respond to. Those are the reasons I belong to the Montana Tavern Association and that collectively we belong to the ABL. Both groups give me the necessary information and the united voice I need to thrive.

*- Steve Morris
Jorgenson's, Helena, MT*

The ABL and the Texas Package Stores Association combined equal a formidable group to communicate and also work together on issues that affect the beverage alcohol industry. Although each state has its own policies and agencies that are unique the ABL has the ability to unite wine and spirit retailers across the nation.

*- Austin R. Keith
Pinkie's, Odessa, TX*

It seems our annual challenge is to defeat state legislative and regulatory proposals that would bring harm or perhaps extinction to our very successful membership. This year we prevailed because we were aided by ABL going above and beyond to coordinate conference calls with other states' retail organizations where strategies and pertinent ideas were exchanged.

*- Jeanne M. McEvoy, President & CEO
Colorado Licensed Beverage Association*

On the national level, it is hard to sometimes keep in constant contact with our Senators and Representatives ourselves. If we maintain a strong lobbying effort through our national office and executive board it becomes easier to communicate the issues that are most important to our members. Remember that your business in the hospitality industry is probably your livelihood and your retirement all rolled into one. Why wouldn't you belong to a state and national association that helps fight for your rights as a business owner?

*- Don Diserens
Alton Sports Tap, Alton, IL*

As our state association provides a voice for the South Carolina retailers, ABL provides the voice on the federal level. It unites retailers everywhere, large and small, to give us one voice showing a strong force in Washington. Since our industry is so highly regulated, we need representation to protect against deregulation, maintain the three-tier system, and prevent tax increases. It is vital for our state association to be a member of ABL, who will fight for us against harmful legislation in Washington, as we run our businesses at home.

*- Suzie Riga
Green's Beverages, Columbia, SC*

DID YOU
KNOW



*Over 700 Of ABL's Members
Have A Physical Address
On "Main Street"*





America's Beer, Wine & Spirits Retailers

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.

To 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.

To educate the public to a higher level of awareness regarding the scope of the licensed beverage alcohol industry.

American Beverage Licensees

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facebook.com/ablusa



[@ablusa](https://twitter.com/ablusa)

American Beverage Licensees is the preeminent national trade association for retail alcohol beverage license holders across the United States. Its members 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. |