



American Beverage Licensees



ABL Weekly Media Kit

ABL Weekly

Official e-Publication of American Beverage Licensees

ABL WEEKLY

ALCOHOL INDUSTRY & BUSINESS NEWS FOR BEVERAGE RETAILERS



The Weekly Industry Update for On- & Off-Premise Beverage Alcohol Retailers



ABOUT THE ABL WEEKLY:

Started in September 2011, the *ABL Weekly* is a collection of the most relevant news of the week to beverage retailers. Released Friday afternoons, the publication includes:

ABL & Public Policy News: News releases and stories about relevant industry policy, legislation and issues updates from Washington.

Affiliate News: News from ABL's 30+ affiliate members throughout the country.

Industry & Association News: News about the industry, including associations representing the producer and distributor tiers or nonprofit/advocacy groups.

State News: Important updates on state issues affecting beverage retailers.

Business & Lifestyle News: News about new products, company updates, popular trends and surveys, economic and employment updates.

New Distribution Area News: News about new relationships between producers and distributors, and the entering of new distribution markets.



TARGET AUDIENCE & BENEFITS:

The *ABL Weekly* is emailed directly to the owners, managers and executives of licensed beverage retailers nationwide each Friday. ABL represents both on- and off-premise retailers, as well as alcohol beverage companies, wholesalers and the associations and groups that represent them.

The *ABL Weekly* is sent to approximately 3,000 small business retailers and members with above-industry-average open and click rates. The e-mail is free and open for anyone to subscribe to.

The *ABL Weekly* reaches some of the most prominent associations and companies on the beverage industry. ABL associate members include the Beer Institute, Distilled Spirits Council, National Beer Wholesalers Association and the Wine and Spirits Wholesalers of America.

ABL serves as the voice of licensed beverage retailers on national legislative matters. It is currently involved in advocacy efforts on many issues including federal, state and local alcohol and small business policies; and responsibility programs fighting drunk driving and underage access to alcohol.

*Our members proudly and responsibly serve
more than **15 million** customers each week.*

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CALENDAR

July 17-18 - [Texas Package Stores Association 69th Annual Convention & Trade Show](#) | Dallas, TX

August 7 - [Mississippi Hospitality Beverage Association Annual Convention](#) | Philadelphia, MS

August 19-21 - [WSWA Fall Membership Meeting](#) | Washington, DC

August 28-30 - [Center for Alcohol Policy 9th Annual Alcohol Law & Policy Conference](#) | Dallas, TX

September 12-15 - [Montana Tavern Association Annual Convention](#) | Great Falls, MT

September 17-18 - American Beverage Licensees Fall Board Meeting | Rockford, IL

September 18-20 - [Illinois Licensed Beverage Association 131st Annual Convention](#) | Rockford, IL

September 21 - Distilled Spirits Council Annual Mt. Vernon Gala | Mt. Vernon, VA

September 25-28 - [National Beer Wholesalers Association Annual Convention](#) | Chicago, IL

ABL & PUBLIC POLICY News

[Retailers Cheer After Appeals Court Overturns Swipe Fee Settlement](#)

Trade groups representing retailers believed that a multibillion-dollar antitrust settlement concerning credit and debit card transaction fees didn't go far enough. Now an appeals court has handed them a victory by throwing the deal out.

[Why Booze Labels Need to Change](#)

While the spirits industry has greatly evolved in recent years, directives which govern how liquor is labeled have been far more static. And generally, consumers can't voice concerns to the TTB. According to Matt Hofmann, co-founder and master distiller of Westland Distillery, and an ACSA board of directors member, the TTB has been planning this commenting period for six years. He adds, "For us, this is pretty critical, and we don't know when the next time is going to happen."

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AFFILIATE News

Tennessee Wine and Spirits Retailers Association

[Could Sunday Sales Come Next Session?](#)

In one of the original versions of WIGS legislation, Sunday sales were a given. Why should a grocery store be permitted to sell beer until 3 a.m. on Sundays but have to cut off wine

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Additional Information:

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You may include up to 85 words of text to accompany your ad image (which can include hyperlinks).



Please Note:

Ads **must** be at least 300 DPI and in CMYK format.

Please **do not** create ads in Microsoft Word, WordPerfect, or any other word processing program.

Ads **must** be provided as a high-resolution JPEG, PNG, PSD or EPS file.

Full-color is preferred but not required.



Ad Pricing:

\$1,000 (Single Month)

\$2,000 (Three Months)

\$3,500 (Six Months)

\$5,000 (Nine Months)

\$6,000 (Full Year)



CONTACT

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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.

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