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Celebrate Package Liquor Store Month This November

*8th Annual Celebration Recognizes the Role Independent Off-Premise Retailers
Have in Job Creation, Product Accessibility & Responsible Policies*

BETHESDA, MD – October 31, 2016 – This November, American Beverage Licensees (ABL) and licensed beverage alcohol retailers nationwide will join together to celebrate the *8th Annual Package Liquor Store Month* and the thousands of local beer, wine and spirits retailers that form the vibrant American beverage marketplace.

The month of November kicks off the busy holiday sales season for package stores and is the perfect time to recognize the important role that these small businesses play in their local communities. Through hard work and a focus on the needs of their customers, independent package liquor store owners continue to deliver choice and value for adult consumers across the United States.

“We take great pride in celebrating Package Liquor Store Month and recognizing not only the purveyors of distilled spirits, but all off-premise retailers whose focus is selling beer, wine and spirits,” said ABL Executive Director John Bodnovich. “Whether it’s a traditional package liquor store or a beer-and-wine store, these businesses offer tens of thousands of products; provide hundreds of thousands of jobs; pay millions in taxes and generate billions in economic impact.”

Package stores are some of the last independently-owned businesses on “Main Street” in America’s cities and towns. They serve as the face of the beverage industry for consumers within the framework of the three-tier system of alcohol suppliers, distributors and retailers. Beverage alcohol brands are built by these businesses, and for many beverage consumers, their local package liquor store introduces them to new styles, flavors and varieties from an ever-evolving beverage industry. This customer service and education often comes from trusted experts and includes how best to enjoy and share these products responsibly with friends and family.

In many states, legislators and regulators have recognized that the best and safest place to sell distilled spirits is at a licensed package liquor store. Package store owners appreciate the uniqueness of the products they sell, embracing responsibility and the privileges conferred to them with that license. Unlike some other industries, brick-and-mortar beverage businesses must abide by their state-specific laws for selling alcohol and are accountable to their state alcohol authorities. As such, licensees are continuously training

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themselves and their staff to conduct safe and responsible sales to adult consumers, and are leading the fight to prevent underage access to alcohol.

Across the country, off-premise beverage alcohol retailers also play an important and dynamic role within the greater economy – both at the state and federal levels – with an overall economic impact of \$87.9 billion last year. These retailers further account for more than 531,000 jobs and \$33.12 billion in wages and benefits (averaging \$39,800 annually) – along with \$6.22 billion in state taxes and \$7.76 billion in federal taxes.

“Independent package liquor stores are more than just purveyors of beer, wine, and spirits in the neighborhoods where they operate,” said ABL President Steve Morris. “They are also an integral part of their communities providing various forms of support to local events, civic endeavors and charitable organizations and community groups.”

This November, ABL encourages you to show your support for Package Liquor Store Month by posting a picture of your favorite package liquor store to Facebook and/or Twitter using the hashtag **#PLSMonth**.

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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.*