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3x3 Insights Joins ABL as Associate Member

Leading Consumer Analytics Firm Provides Analysis, Forecasting, and Actionable Insights to Independent Alcohol Retailers

BETHESDA, MD – July 11, 2018 – American Beverage Licensees (ABL) is pleased to announce that 3x3 Insights, a leading consumer analytics firm that provides consumer intelligence on the independent beverage alcohol market, is ABL's newest Associate Member.

"Though often challenging to collect and apply in a diverse independent marketplace, information and data are increasingly important in the competitive world of retail beverage alcohol," said ABL Executive Director John Bodnovich. "As ABL members continually modernize their business operations and marketing strategies, ABL is excited to welcome 3x3 Insights as an associate member and share the opportunities it provides with ABL members."

3x3 Insights provides exclusive insights into all aspects of the beverage alcohol retail industry to enable better understanding of the preferences and processes behind purchases, product dynamics and customer engagement in the independent market. By aggregating off-premise consumer purchasing information, coupled with third-party data, 3x3 provides clients with robust analytics, forecasting, and actionable insights.

"ABL recognizes the important role technology plays in support of the beverage alcohol marketplace," said Bodnovich. "3x3 Insights offers a useful service to ABL members as they work to grow the businesses and their bottom lines."

"Being a company with deep roots in the independent channel, we are excited to be a member of ABL. We look forward to growing our relationship with ABL and its retail partners," said 3x3 Insights Co-Founder & Director of Business Development Mitch Berkoff.

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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, please visit www.ablusa.org.*

***3x3 Insights, LLC** is a joint venture between several multi-generational alcohol industry veterans and Loeb Enterprises. Through its proprietary technology and a network of data partners, 3x3 combines point-of-sale information with market data to produce groundbreaking trends and insights that enables suppliers and retailers to launch new brands, compete effectively and drive customer loyalty. To learn more about 3x3 Insights, please visit www.3x3insights.com.*