



# ABL Associate Membership



**American Beverage Licensees**

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On behalf of nearly 13,000 of *America's Beer, Wine & Spirits Retailers*, I'm writing to introduce American Beverage Licensees (ABL), the preeminent national trade association for independent retail beverage alcohol licensees. ABL members are on-premise (*bars, taverns, restaurants*) and off-premise (*package stores*) retailers, many of whom operate multi-generational family businesses, well-known and valued in their local communities.

Though each state's alcohol laws are different, they are not necessarily dissimilar. By bringing together otherwise unconnected retail beverage licensees (*ABL currently represents 27 affiliate associations across 25 states*), and advocating for them in Washington, DC, ABL is building a more profitable, professional and informed retail beverage tier – as well as a stronger and more robust alcohol beverage ecosystem to the benefit of consumers and the industry.

As change and disruption comes to all industries with increasing frequency, ABL believes it is more important than ever to stand up for a vibrant and independent retail alcohol marketplace where there is an emphasis on customer service and choice, and responsibility and accountability are just as important as the bottom line. ABL is the only forum for the retail tier's local small businesses which, despite their individual sizes, continue to sell billions of dollars' worth of beer, wine and spirits each year.

These bars, taverns and package stores that ABL represents are "*Last To Handle, First To Serve*" the products that shape occasions and hospitality. Quite literally, retailers are the "last to handle" beer, wine and spirits in the beverage alcohol supply chain known as the "Three-Tier System," and the "first to serve" products – whether new or established – to adult consumers.

ABL is dedicated to working together with all industry stakeholders to find commonsense approaches to our shared interests, while also providing a forum for candid discussions among retailers and their industry partners on issues where there are differing or competing perspectives.



Considering the importance of a vibrant and independent retail tier, **I am asking for your support of ABL and its members' efforts to preserve a beverage alcohol marketplace that embraces the Main Street package stores, bars and taverns that are the face of the industry and most closely connect beer, wine and spirits with consumers, by becoming an ABL Associate Member.**

ABL works with its associate members to strengthen retailers' ability to responsibly, efficiently and effectively deliver beverage alcohol products to consumers, and to communicate information from its associate members directly to state retail associations and licensees. Your support gives ABL the opportunity to promote values shared by retailers and their industry partners, including responsibility, accountability, stakeholder education and industry unity.

ABL also connects its state affiliate members with leading and innovative companies whose services can benefit retail beverage businesses – including payment processors, mobile delivery platforms and commercial music providers. ABL works with its members to educate licensees about associate members and the advantages licensees might realize by partnering with these supporters of independent beverage retailers.

I encourage you to take a moment to review the enclosed information about the ABL Associate Membership program. Please let me know if you are interested in learning more about ABL and becoming an associate member. I would welcome the opportunity to discuss the various benefits available to our associate members and ways in which we can work together.

Sincerely,



John Bodnovich  
Executive Director  
American Beverage Licensees



## *about american beverage licensees*

### **WHO:**

ABL is the preeminent trade association for retail liquor license holders across the United States. Our members, who number nearly 13,000, are comprised of independent on-premise (bars, taverns, restaurants) and off-premise (package stores) retailers. Each year, these beer, wine and spirits retailers generate more than \$122 billion in direct economic impact, create over two-million well-paying jobs and pay over \$27.9 billion in federal taxes and \$19.9 billion in state and local taxes.

### **WHAT:**

ABL serves as a way for independent beverage alcohol retailers nationwide to bring their combined wisdom and strength to bear on the challenges they face daily. ABL continually monitors and affects federal legislation and trends of concern to the alcohol beverage industry and is strongly committed to working with other industry groups toward the responsible sale of our products.

The *ABL Insider*, ABL's quarterly membership magazine, is distributed to industry executives, members of Congress and all ABL members, and is a major component of ABL's communications campaign to inform, educate and activate individuals regarding industry news and developments while supporting public safety messages such as "*Drink Responsibly. Drive Responsibly.*"

### **WHEN:**

ABL was formed in July 2002 following the merger of the National Association of Beverage Retailers (NABR) and the National Licensed Beverage Association (NLBA). ABL proudly represents the independent retail level of the Three-Tier System, the means by which beverage alcohol has been responsibly distributed and sold and trillions of tax dollars have been collected throughout the United States since the repeal of Prohibition with the ratification of the 21st Amendment to the U.S. Constitution in 1933.

### **WHERE:**

ABL's headquarters are located on the outskirts of Washington, D.C. in Bethesda, Maryland, affording ABL Staff the opportunity to affect political and legislative matters in the nation's capital. ABL's 27 State Affiliate Members can be found in 25 states across the country.

### **WHY:**

ABL represents the interests of American small business owners and a historical part of the American way of life. Many members are independent, multi-generational family-owned operators who assure that beverage alcohol is sold and consumed responsibly by adults. Many groups seek to disparage these hardworking citizens and destroy their businesses through increased taxation, federal mandates and ill-conceived laws that do not accurately address beverage alcohol issues. ABL continues to oppose these groups and their attacks.

**Drink Responsibly.**  
**Drive Responsibly.**





## *abl associate member benefits include*



### *abl industry advisory board membership:*

Meet face-to-face annually with ABL's Executive Committee to discuss the direction of ABL; present issues important to your organization; and share suggestions about how ABL can foster a stronger industry.



### *editorial contribution in the abl insider:*

Directly express your organization's message to ABL's nearly 13,000 members with an editorial contribution or promotional ad in an issue of the *ABL Insider*, ABL's quarterly membership magazine.



### *sponsorship of the abl weekly:*

Be recognized as the featured sponsor of the *ABL Weekly*, ABL's weekly e-newsletter covering the week's top beer, wine and spirits news.



### *abl annual meeting complimentary registration:*

Receive complimentary registration(s) to the ABL Annual Meeting - including general sessions, hospitality events, and direct access to ABL members.



### *communicate directly with abl state affiliates & board members:*

Access leading beverage retailers and state licensed beverage associations through personalized email and direct mail campaigns.

### *abl insider subscriptions:*

Receive copies of the *ABL Insider*, the association's quarterly membership magazine featuring retailers' perspective on a wide range of news from across the beverage alcohol industry.

### *recognition in abl communications & at abl events:*

Gain greater exposure for your organization with recognition in ABL print and e-communications, on the ABL website and at ABL meetings and events.

## abl associate member benefits by tier

	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
ABL Industry Advisory Board Membership	X	X			
Address ABL Members at Annual Meeting	X	X			
Direct Mail Campaigns*	X	X			
Banner Ad on ABL Website (Stand Alone)	X	X			
Banner Ad on ABL Website (Tier Group)			X	X	X
Complimentary Annual Meeting Registration	X <sup>(4)</sup>	X <sup>(2)</sup>	X <sup>(1)</sup>		
Quarterly Membership Magazine Subscription ( <i>ABL Insider</i> )	X	X	X	X	X
Directly Reach ABL Members with Direct Emails	X	X	X	X	X
Full Page Ad/Column in <i>ABL Insider</i>	X <sup>(1)</sup>				
Half Page Ad/Column in <i>ABL Insider</i>	X <sup>(1)</sup>	X <sup>(1)</sup>			
Invitation to Annual Retailer of the Year Reception	X <sup>(2)</sup>	X <sup>(1)</sup>			
Sponsorship of <i>ABL Weekly</i>	X <sup>(4)</sup>	X <sup>(3)</sup>	X <sup>(2)</sup>	X <sup>(1)</sup>	X <sup>(1)</sup>
Recognition at ABL Meetings & Events	X	X	X	X	X
Recognition in ABL Marketing Collateral	X	X	X	X	X

\*Direct Mail Campaigns Are Available to Diamond & Platinum Level Members for an Additional "At Cost" Fee That Includes Setup, Printing and Postage

## abl associate members include

3x3insights



AMERICAN  
DISTILLED  
SPIRITS  
ASSOCIATION



McCORMICK  
DISTILLING COMPANY  
BORN 1856 WITH THE PONY EXPRESS





# *associate membership application*

ABL Associate Membership is available to any company or industry trade association that provides products and or services to on-premise and off-premise beverage alcohol retailers. Please complete the application form below and return to ABL via mail or email.

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Business Website: \_\_\_\_\_

## Membership Tier (Select One)

- ☐ Diamond Level.....\$25,000
- ☐ Platinum Level.....\$15,000
- ☐ Gold Level.....\$10,000
- ☐ Silver Level.....\$5,000
- ☐ Bronze Level.....\$2,500

By Signing My Name Below, I Certify That I Have Read & Agree to the Above Information & That the Information I Have Provided Is True & Complete.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name (Printed): \_\_\_\_\_ Title: \_\_\_\_\_

