American Beverage Licensees

- Celebrating 11 Years in 2013
- Nearly 20,000 members in 34 states
  - On-premise (bars, taverns, restaurants)
  - Off-premise (package stores)
- ABL Members
  - Independent business people
  - Traditionally family-owned
  - Active in local communities
  - Believe in responsibility
- Focused on Grassroots Advocacy
ABL State Affiliates

The Tavern League of Minnesota

American Beverage Licensees
America's Beer, Wine and Spirits Retailers
Independent Beverage Retailers

• Independent beverage licensees help form the most diverse and innovative beverage alcohol marketplace in the world
  – Thousands of products in tens of thousands of settings.

• Variety & Choice
  – Bay Ridge Wine & Spirits – Annapolis, MD (single location)
    • 2,304 SKUs of wine  1,964 SKUs of beer  1,266 SKUs of spirits

• Volume
  – Beverage retailers sell an astonishing 68 billion 12-ounce servings of beer per year.

• Jobs
  – Employ hundreds of thousands of full-time and part-time workers; many first jobs; local hires…these jobs can’t be outsourced.

• Responsibility
  – Independent retailers understand the market & industry products, and the responsibility that comes with their license; If they lose their license, they lose their business.
Independent Retail Creates Jobs

• More than 2/3 of U.S. adults enjoy beverage alcohol, which means that America’s independent and local bars, taverns and package stores play a large role in that enjoyment.

• Establishments that sell alcohol in the United States employ as many as 1,449,850 people across the country and generate an additional 761,670 jobs in supplier and ancillary industries.
Establishments that sell alcohol in Rep. Atkins' district employ as many as 250 people.

These establishments generate an additional 190 jobs in supplier and ancillary industries for a total of 440 jobs.
The Evolving Beer Marketplace

- Growth of technology & products available
- Access to information & product knowledge
- Passion for products & demand for value and choice
- Perceived systemic inefficiencies & greater scrutiny
- Maintaining beverage control, meeting consumer needs & balancing business interests
The Evolving Beer Marketplace

- How best to regulate the production, distribution and sale of beer?
  - For brewers?
  - For distributors?
  - For mega-retailers?
  - For local small businesses?
  - For states?
  - For communities?
  - For consumers?
Is this a bar or a tasting room?
The Evolving Beer Marketplace

• We know what a bar or package store looks like.
  – Retailers have invested in their licenses and operate by the rules or get shut down.

• Brew Pubs and Tasting Rooms
  – What is a tasting room? A sample?

• Embracing new product formats
  – EX: Cutting-edge retailers embracing growlers

• Enforcing laws and regulations
  – Challenges for state agencies

• Retail licensees simply ask that others in the industry engaging in retail activity be held to the same standards.
For Your Consideration...

- Embrace the movement, but know and abide by regulations.
- Solve problems in the marketplace before making them a policy issue.
- Consumer convenience is important but should not trump responsibility and public safety.
- Promote the industry as a jobs and revenue creator.
- A sensible and enforced regulatory structure is not antithetical to a successful and growing beverage alcohol marketplace.
  - In fact, it may be one of the reasons for it.
Thank You!

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