



Craft Beer Distributor of the Year Award 2013

Each year the National Beer Wholesalers Association (NBWA) and Brewers Association (BA) will recognize one beer distributor as the “Craft Beer Distributor of the Year” as well as two “runner-up” awards, the “Craft Beer Distributor Achievement Award” and the “Craft Beer Distributor Recognition Award.” To be eligible as a candidate for these awards, a company must meet the following criteria:

- The distributor must be a regular member, in good standing, of NBWA.
- The distributor must be an independent company, not controlled in law or fact by a supplier/brewery or retailer.
- The distributor must be licensed with the Tax & Trade Bureau (TTB) and have a federal basic permit to distribute malt beverages. The distributor must also comply with all state licensing requirements.
- The distributor must not have had any federal or state license or permit suspended or revoked in the 12 months leading up to the close of the nomination process.
- The distributor must actively distribute multiple brands of craft beer made by multiple small and independent brewers (small and independent as defined by the Brewers Association).
- Nominees should represent a single, geographically contiguous distribution business. Individual locations of a multi-location parent company should be nominated and judged individually and not as the collective business of the parent company.

Nomination Process

- Nominations must be received no later than 5:00 p.m. Eastern Standard Time, **August 23, 2013**.
- Nominations can be made by:
 - Any craft brewer or group of craft brewers nominating a distributor who carries their brand(s) and who are current members in good standing of the Brewers Association
 - A distributor nominating another distributor who is a regular member in good standing of NBWA
 - Self nominations are not recommended

- Written nominations should not exceed 250 words in length and should include, but not be limited to, the following:
 - Name and location of nominated distributor
 - Specific craft brands carried by the distributor
 - Reason for nomination: What the distributor has done to earn this award, service its craft brewers, serve its retailers and grow its craft beer sales

Selection of Winner

A selected panel of staff from the Brewers Association and NBWA and/or others who are not affiliated with a distributor or a brewery will convene to select the winners of this award. Decisions will be based on the written nomination information received, input from the small brewers who work with each distributor as well as the self-reported information from the nominees themselves.

Note: Judges have the option not to present any particular award, at their discretion, if there are not qualified entrants.

NBWA will compile/organize the applications and circulate among the Selection Committee.

Criteria: (Once nominated for the award, nominees will be asked to assist in providing the data below before **September 13, 2013.**)

- Number of craft brewers distributed
- Total annual volume of craft and total beer sales
- Total number of retail accounts
- Number of retail accounts carrying craft beers
- Percent increase in craft beer sales for past 12 months
- Website attention paid to craft beers
- Creative promotion or techniques used to market craft beers
- Does the company have a craft-specific manager?
- Training and education of sales staff performed by the distributor
- Specific market plans and monthly programming specific to craft beer sales instituted by the distributor
- Any additional information helpful to the Selection Committee for evaluating their nomination
- Nominees will also be responsible for soliciting any recommendations from any craft brewer, retailers or others to help the Selection Committee evaluations.

The Selection Committee may consider additional criteria such as:

- Service/performance to craft brewer
- Inventory management
- Letters of recommendation from retail accounts/craft brewer partners
- Other factors the Committee decides are relevant to the process