

*Message from NBWA President and CEO Craig Purser and
Chairman of the Board Patrick Blach*

Welcome to Las Vegas

We are thrilled to once again gather in person for NBWA's 84th Annual Convention and Trade Show in the fabulous city of Las Vegas! I think we can all agree that it's well past time for us to get together, share stories and celebrate everything we've been through over a cold beer.

It's been a long, difficult two years since we were last together in person, both for the industry and the entire country. While we've collectively struggled with the effects of the COVID-19 pandemic, it has also showcased the unparalleled resiliency of the beer distribution industry, as well as the amazing determination of NBWA members.

When the pandemic hit, NBWA worked quickly to make sure beer distributors were deemed essential, keeping your trucks on the road and your workforce safe and employed. In response, beer distributors sprang into action, innovating and sharing best practices to help deal with the crisis and keep our industry going. And when distributors saw a need in their communities, they stepped up, using their logistics and transportation capacity to help transport essential items, like food and PPE. All the while, distributors have continued to keep stores stocked with a variety of beers, seltzers and non-alcoholic beverages.

Even while dealing with a pandemic, NBWA has continued work on important policy issues facing the industry and a changing industry landscape. We pushed back against ill-advised efforts to allow alcohol shipping through the U.S. Postal Service (USPS). We are continuing to coordinate efforts related to a shortage of CDL-certified drivers. Additionally, we are navigating changing dynamics in our industry and the broader business climate, including e-commerce, direct-to-consumer shipping, the rise of CBD and marijuana products and the general expansion of the beer and beverage category.

We couldn't be prouder of our industry and the resiliency distributors have demonstrated. This convention is a well-deserved opportunity to connect, learn and celebrate. We've developed a jam-packed agenda, filled with opportunities for you to learn from your fellow distributors, business experts and others about how to best navigate the ever-changing beer distribution industry. Alongside educational seminars, you'll hear from a lineup of speakers and have access to engaging networking events, giving you additional opportunities to learn and grow throughout the duration of the convention.

We're thrilled you could join us again this year in Las Vegas! Be sure to stay connected on social media using #NBWAConvention and by following NBWA on Twitter, Facebook and Instagram. We're grateful for your commitment to our industry, and we hope you enjoy our 84th Convention and Trade Show!

Cheers!



Patrick J. Blach
2020-2021 NBWA Chairman of the Board



Craig A. Purser
President & CEO



Q&A with Peter Heimark, the Incoming NBWA Chair

Q: Can you tell us a little bit about your company, Heimark Distributing?

A: Oh yes – and it’s a great story. Over 80 years ago, in 1938, our founder Rudy Heimark was not a beer distributor, but he had an old flatbed truck. He regularly hauled his dad’s and neighbors’ produce from their farms in the Coachella Valley to Los Angeles. One day on his way home, he saw another driver broken down and stopped to help. The driver was from the old Eastside Brewery in Los Angeles. He had a load of beer on its way out to General Patton’s troops who were training in Desert Center. In the heat, they both realized that the beer would spoil, so Rudy suggested they move the beer onto his truck and make the delivery together and then split the commissions. The driver agreed, and they made the delivery. The next week the brewery called him asking, “How would you like to be a beer distributor?” And Heimark Distributing was born.

Q: That’s fascinating. Heimark certainly has humble origins - but what do you credit for your rise to success?

A: I think that the challenges our business has faced – and overcome – have made us that much stronger. Following the decline in demand of beer from troops after the end of World War II, Rudy moved his then formalized operations to Falstaff in 1957 and named the business, Triangle Distributing in honor of him and his two fellow founders - his Rheingold Rep, Jim Fleming and my father, Don. However, brand partnerships and issues of exclusivity created conflict

throughout the ’60s, leading to the termination of the original owners’ contract at Falstaff and the recreation of Heimark as a Budweiser Distributorship in the early ’70s.

Their struggles with brand partnerships would eerily foreshadow my own; in 2018, the folks from Constellation came to me and told me I had thirty days to sell my distribution rights because they were uncomfortable with my other supplier partner. Deja Vu, right? That could have been the end of us, but we managed to re-tool and get back to work. We were no doubt helped by the fact that our customers deemed us essential to their success, as did our other suppliers. And I’d love to say it’s been smooth sailing since, but then COVID hit.

Q: That’s right - how did NBWA step up to help distributors during the COVID-19 pandemic? How did distributors respond?

A: In 2020, NBWA and its leaders got to work. They realized that beer distributors needed to be deemed essential - not just for our sake but for the sake of our suppliers and our customers, and NBWA made sure that was the case.

Then, NBWA instituted benchmarking forums to share best practices on operating during COVID. Many shut our front doors, politely asking suppliers to keep



their visits virtual. We found ways to separate our warehouse and delivery teams to minimize contact. We reached out to our retail customers and worked with them on safe delivery and service practices. And while there is no question that it was a devastating year for our bars, restaurants and venues, the beer business not only survived 2020 - we reminded the country of just how important beer is in our everyday lives, and why independent distributors are so important to the system.

Q: You have been part of the NBWA for several years now. In what other ways have you benefitted or learned during your time on the Board?

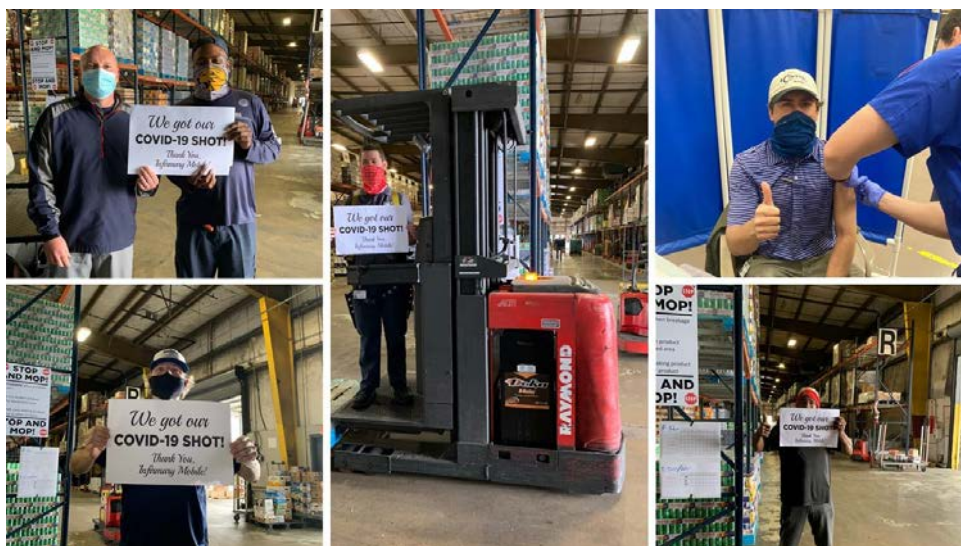
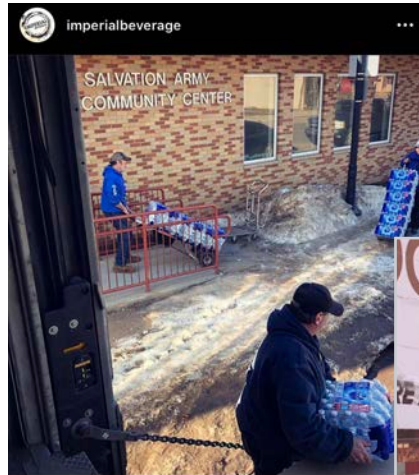
A: I have learned a ton - about the governance of our association, about the many ways NBWA supports the states, and the many forums NBWA provides for distributors to be present for each other. I think that ties into what I have gained the most - friendships. I’ve met a ton of distributors selling every kind of beer, and they have invited me into their lives to cook with them, ski with them, hike with them, and just plain have a beer with them.

Distributors Making a Difference

These local businesses put their logistics expertise and transportation capacity to good use to move more than just beer. Some either volunteered their time and efforts or teamed up with local food banks putting their refrigerated trucks and drivers to good use by transporting food to those who needed it most.

Additionally, a number of distributors worked with their brewer partners, to repurpose and distribute expired beer as hand sanitizer. Furthermore, some distributors worked alongside sanitizer producers to deliver sanitizer to first responders and communities in need. Others, partnered with state and local governments to deliver important medical supplies to frontline workers.

More recently, beer distributors have been a part of community vaccination efforts, hosting vaccine clinics in their communities. So many more volunteered or donated to community organizations or individuals in need, all while continuing to deliver the beer that their friends, families and neighbors love most. Through these efforts, our beer distributors demonstrated their high-quality character and care for their local communities - whenever needed, they continually illustrated their dedication to rising above challenges to deliver much more than just beer.



Cybersecurity Breaches and the Impact on Your Business



With the increase in ransomware attacks, particularly among small business owners, it is paramount for beer distributors to arm themselves with the knowledge to protect their employees and operations. NBWA has rounded up some critical best practices to help educate and assist beer distributors as they face this growing problem.

What is Ransomware?

Ransomware attacks can cause costly disruptions to operations and the loss of critical information and data. Once the code is loaded on a computer, it will lock access to the computer itself or data and files stored there. More menacing versions can encrypt files and folders on local drives, attached drives and even networked computers. The problem is that most of the time you don't even know your computer has been infected. It is usually discovered when you can no longer access your data, or you receive a computer alert announcing the attack and demanding ransom payments.

How Your Business Can Get Hacked:

There are many different ways hackers can gain access to your system. Some common scenarios include: phishing emails with infected links or attached PDFs, a malicious agent pretending to be a computer support employee to trick an employee into giving them remote access, or database breaches within your IT system provider. It is important to remain vigilant and aware of possible hacking attempts.

Immediate Steps to Take If Your System Is Hacked or Locked:

1. Isolate and disconnect the infected computer immediately. Then determine which other systems were impacted and isolate them as well.
2. Inform all necessary parties and employees through non-computer means such as phone calls, texts or other forms of communication. Consider incorporating an emergency notification software that sends text messages simultaneously to your entire team.
3. Contact your cyber insurance carrier immediately. They may negotiate with the hackers and make the ransom payment. Additionally, they will provide an IT expert to assist with the response.

If you don't have cyber insurance, contact an IT expert directly. In addition, notify your attorneys of the data breach.

4. Contact local authorities and the FBI. Also, please coordinate with your state attorney general as they are often at the lead in combatting this crime.

How To Protect Your Business From Attacks:

It does not matter how much you spend on cybersecurity if your team is not adequately trained to spot potential problems. Building a culture of cybersecurity starts at the top, and you must educate all of your employees as they are your company's first line of defense. Start by explaining the importance and severity of cyberattacks. Additionally, implementing cybersecurity training to educate employees on what to look out for and turn real-life mistakes or examples into training opportunities can be critical in preventing cyberattacks.

While your employees may be the first line of defense, it is still critical to equip your business with the appropriate resources and vendors to help protect you in case of an attack. Consider buying cyber insurance with a reputable carrier since insurance companies have teams of IT experts who work 24/7 to get your system back up and track the breach. These groups can also coordinate with the cybercriminals and procure bitcoin for ransom, if needed. You can also outsource your IT to experts who can monitor the entire system, as well as handheld equipment and software applications. Additionally, you should consider hiring a vendor to execute a yearly penetration test to determine any system weaknesses.

Moreover, by protecting your business with secure protocols and software you can minimize risks. For example, do not allow individuals to have administrator rights on their laptops to help slow the spread of malware and also implement MFA (multi-factor authentication) for extra password security. For your system, it is always essential to back up often and test your backup.

These are uncharted waters for all of us! The best thing you can do is educate yourself and your employees and gather the resources necessary from companies with IT experience.

View more of NBWA's cybersecurity best practices by visiting bit.ly/38TXcOR

The Importance of Warehouse Tours and Showcasing the Beer Distribution Industry

By: Laurie Knight, NBWA Executive Vice President, Government Affairs



As the country works to emerge from the pandemic and we continue to get back together in person, now is a great time to consider connecting with your elected officials. Warehouse tours and meetings, whether in-person or virtual, are highly effective ways to build meaningful relationships with legislators, educate them about independent beer distributors and share the story of your business.

Beer distributors have played a critical role in communities across the country during this unprecedented time. The industry has worked hard to remain open, keep people safely at work and deliver a variety of beer and beverages for thirsty consumers across the country. It's important that legislators know about this essential work.

Especially for newer elected officials, it is crucial to educate them on who beer distributors are. **There is no better way for a member to understand what a beer distributor does than by taking them on a warehouse tour.** It gives them the opportunity to meet with employees and get a behind-the-scenes look at all the work that goes into running a distribution business. From truck drivers to salespeople and inventory specialists to graphic designers, beer distribution employees help brewers and importers build their brands and provide consumers with countless choices in the grocery aisle and at their favorite bar.

America's independent family-owned beer distributors support local communities and the economy.



Beer distributors provide good jobs with opportunities for career growth in the local community. These are all factors you should take pride in – remind your legislators about your economic value. And don't forget to highlight how active and engaged you are in your community. Beer distributors are community leaders and are often the first to offer to help in an emergency.

During warehouse tours, you can discuss the important policy issues impacting beer distributors. The NBWA Federal Affairs team is always available to equip you with legislative talking points, provide a briefing memo and offer any other advice to make sure you are comfortable and prepared for the visit.

Remember, **you are your own best advocate** when communicating with your member of Congress and telling them about the quality jobs you provide in the district and the value your business brings to your local communities.

It makes a significant impact to hear directly from you as their constituent.

Tips on how to have a successful warehouse tour:

- Do your homework
- Share the story of your business and the industry
- Introduce your employees and showcase your warehouse
- Be confident and friendly
- Take pictures and follow up

Contact NBWA's Federal Affairs team if you need assistance scheduling a tour!



The Next Generation Success in Leadership Conference is Approaching!

NBWA's Ninth Annual Next Generation Success in Leadership Conference is quickly approaching! Don't forget to sign up for this fun and educational conference, which will take place in Orlando, Florida, from **Nov. 15-17, 2021**. The NBWA Next Generation Group is made up of over 650 emerging leaders in the beer distribution industry, including both family and non-family leaders.

At this year's Next Generation Success in Leadership Conference, attendees have the opportunity to learn from renowned business leaders not only from the beer industry but throughout the private sector. They'll discuss what it takes to make a company successful, in addition to learning the skills that will help them excel as industry leaders. This content is beneficial to employees of all age groups, from those just entering the workforce to those



running the day-to-day operations of their company; everyone can learn something new!

How the conference helps emerging industry leaders grow:

- **Knowledge Sharing** - Brought back by popular demand, the conference will host Best Practice Seminars where Next Generation Group leaders provide practical

advice to deal with distributor-specific issues.

- **Relationship Building** – There will be plenty of fun opportunities to meet and network with other distributors representing all brands from across the country.
- **Industry Insights** – Speak with beer industry experts and NBWA leadership about the challenges and opportunities for our industry.

Visit www.nbwa.org/netgen to register for the conference and receive details on hotel reservations at the Hyatt Regency Orlando.

NBWA is thrilled to welcome the following speakers to the Next Generation Success in Leadership Conference:



Servant Leadership

Jake Harriman, *Former Marine Platoon Commander, Founder, Nuru International, & Founder, More Perfect Union*



Beer First: An Excellent Approach to Selling!

Tom Fox, *Partner, Fox Sales Coaching*



How To Practice Servant Leadership as a Beer Distributor

Mike Barnes, *EVP Chief Revenue Officer, Andrews Distributing*



The Art of Persuasion

Curt Stedron, *Director of the Legislative Training Institute, National Conference of State Legislatures*



Transformational Leadership

Theresa Gallion, *Employment Law Practitioner, Cornell Smith Mierl Brutocao Burton, LLP*



For Emerging Leaders: Creating Inclusive Cultures

Sarah Bettman, *Principal, Bettman Consulting Group*



NBWA BEER FIRST
www.nbwabeerfirst.com

Become a Beer First Expert

As the first of its kind, **Beer First Certification** is a training program specifically designed for the beer industry. Sales Reps, First Line Managers, Key Account Managers and other aspiring industry professionals can learn how to maximize NBWA's Beer First tools, comfortably sell using facts, profit and stories, elevate relationships with customers and sell beer first!



Enhanced Selling Repertoire

Develop a unique skill set and add a new dimension to your selling repertoire in only two and a half hours.

Become a Trusted Consultant

Become a more valuable sales rep by adding consulting skills to your selling technique. Understand your customers' needs and present the best data and ideas to support them.

Career Growth and Advancement

Position yourself for career growth and advancement by developing additional selling skills that provide internal and external value.

"Beer First is a great 'reset' to traditional day-to-day corporate selling practices. It's very easy for supplier satisfaction, company focus calendars and best supportive partner relationships to lead our call within key buying offices. S.P.R.I.T.E and its relation to Consultative Selling surfaces and balances the customer needs as priority #1, then we align our internal objectives to implement a successful result. It doesn't have to be one way or no way, it can be both, but first centered around our customers' needs."

- Anthony Green, Director of National Accounts, Columbia Distributing

Turn Data into Dollars

Get a deeper understanding of syndicated data and how to select the most compelling data to sell more beer. Learn to translate data into dollars for both you and your customers.

Promote Beer Category Value

Comfortably communicate the importance and value of the beer category to your off- and on-premise customers.

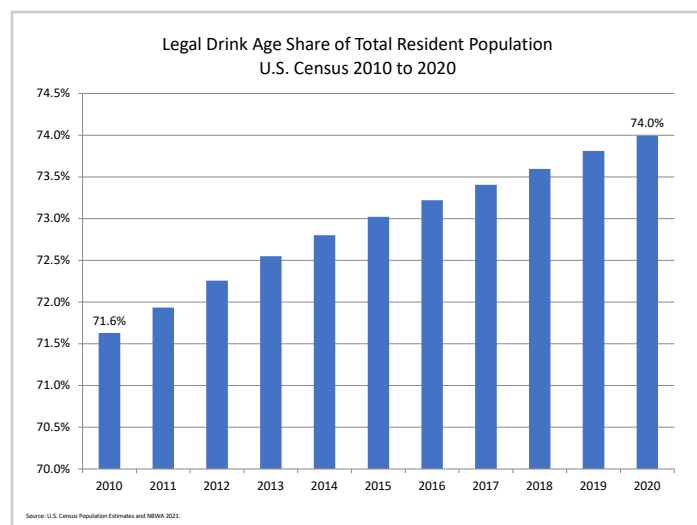
Go to www.nbwabeerfirst.com and click on the Beer First Certification link to sign up!

US Census 2020: What does it mean for the US Beer Industry

By: Lester Jones, NBWA Chief Economist

The recent release of the 2020 U.S Census data helps tell the story of how demographics and economics shape the U.S. beer industry. The U.S. 2020 Census have significant impacts on everything from federal appropriations to political boundaries. For the beer industry, it will help us understand how the considerable movement of people around the country, pre- and post- pandemic, is rapidly changing the dynamics of local beverage markets.

At the highest level of analysis, a basic count of legal drinking age consumers helps establish a baseline for total alcohol and beer consumers across the country and in every state. Since 2010, the number and share of LDA (21+, legal drinking age) consumers have grown faster than the general population. In just ten years, the share of total LDA consumers grew from 71.6% in 2010 to 74.0% in 2020. This rise represents a 10 percent growth rate for a total gain of 22.3 million additional LDA consumers over ten years.

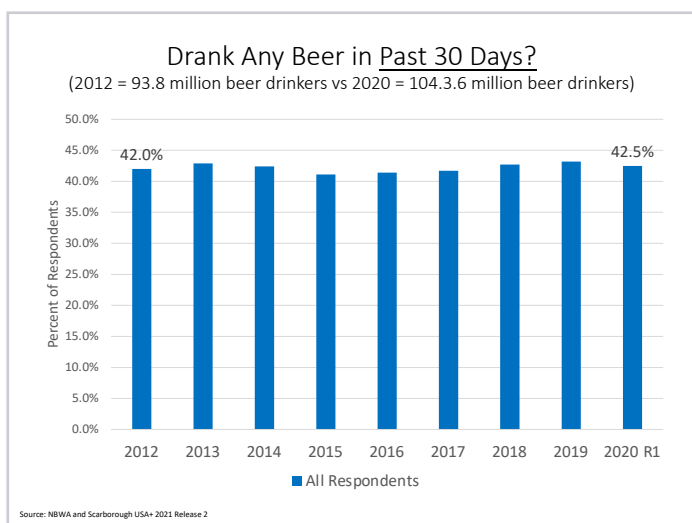


On the other side of the age spectrum, the under 21 population experienced a decrease of 1.7 million people, for a drop of 2%. You only have to look around your local market to see the consequences of these dramatic shifts in ages among the population. For example, Bristol Brewing Company is currently housed in the converted IvyWild



Elementary School in Colorado Springs, Colorado. The cafeteria is now a concert venue, and the principal's office now serves as an excellent spot for happy hour beers. You should also take note in your local market; everything from the movie theater and bookstore now offers alcoholic beverages to an older demographic.

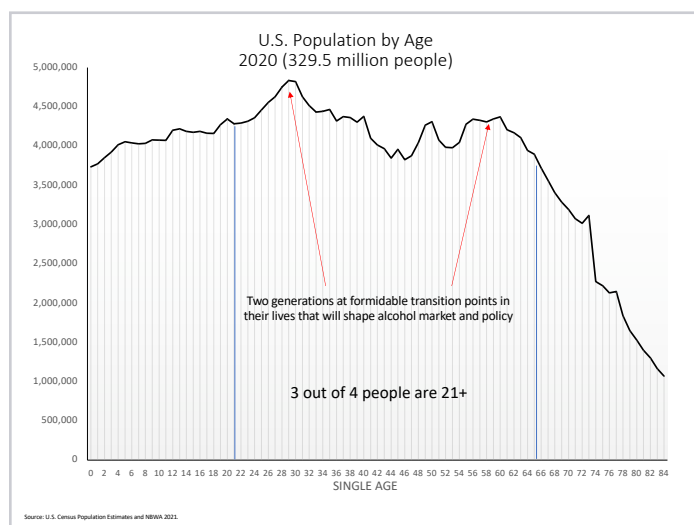
How many beer drinkers does the country have? This is a frequently asked question, and the answer is a surprise to most people. The Gallup Poll Organization¹ has consistently surveyed the country since 1939 with a fundamental question regarding "occasions to drink alcohol" and the results have been very consistent over time at 63% (+/-5%). For 2020, this equals a current market size of 153 million alcohol consumers. Beer has long been America's preferred beverage of choice, with a consistent 40%+ of the LDA population reporting they have consumed beer in the past 30 days in recent years. Using the current 2020 Census data on the LDA population of 243.8 million people and the most



recent estimate of 42.5% reported beer drinkers², the basic math reveals there are over 104 million beer consumers in the country today, which is over 10 million more beer drinkers over the past ten years. As a reference point, in 1921, the total U.S. population was about 108 million people the size of today's beer-consuming population.

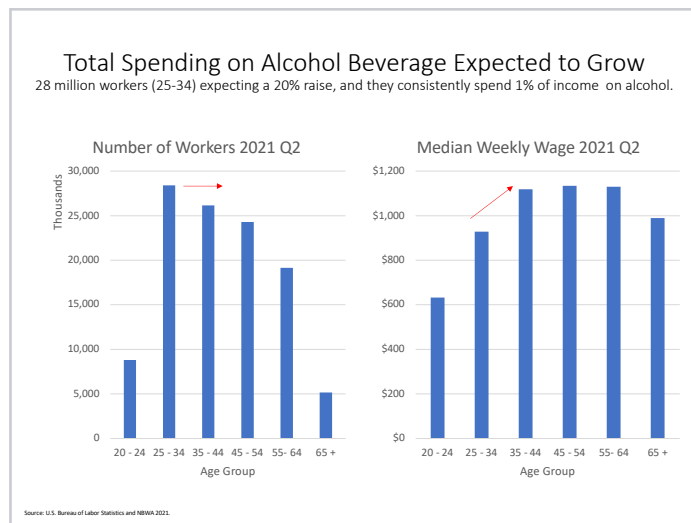
Why do we have so many more regular consumers of malt-based products, yet per capita consumption of malt beverages has declined from 29.1 gallons in 2010 to 26.1 gallons in 2020? The answer lies in the breadth and depth of today's alcohol beverage market, which has over 600,000 licensed alcohol retailers and over 30,000 permitted alcohol manufacturers. This large scale of retailers and manufacturers means malt beverages must share the marketplace with more brands and products than ever before.

How will 2020 demographics change the beer market? The chart below shows the 2020 U.S. population by single age grouping, starting at age 0 on the left and progressing to 84 on the right. As mentioned, three out of every four people in the U.S. are now over 21.



This single fact will continue to significantly impact the culture and policies of drinking in America beyond 2021. Roughly 4.3 million people turned 21 in 2020, with a clear forecast that fewer legal age consumers will enter the market in the years ahead – barring any significant change in immigration policy. Both Millennials and Baby Boomers will continue to drive consumer spending across the economy.

At the same time, they will experience significant life events, including new jobs, owning new homes, retirement and migrations. For example, The Villages in Florida was the fastest-growing metro area in the 2020 Census with a 39% increase in population over ten years. The Villages is described as “America’s premier Active Adult Retirement Community located in sunny central Florida.”



Will spending on alcohol grow in the years ahead? The short answer is absolutely. Time does march on, and the largest working demographic group in the country is currently in the 25–34-year-old cohort at 28 million wage earners. What is most important to recognize is that this age group is just beginning their working careers and will soon realize more significant income potential in the next ten years. Basic principles of wage theory suggest that as work experience grows, so do wages, and the most considerable step-up for this cohort occurs between the 25-34 and 35-44. The reason we can be confident in more lavish total spending is by looking at data from The Bureau of Economic Analyses, Consumer Expenditures Survey³.

These show a consistent and predictable one-percent share of total consumer expenditures spent on alcohol over time. In fact, since the year 2000, this data series has proven very reliable each year. The currently tight labor market will add extra growth to this cohorts' expected earnings over the next couple of years as well. With growing wages and anticipated earnings as well as a very reliable measure of alcohol expenditures to guide us, the value equation for the industry is certainly looking up.

¹ <https://news.gallup.com/poll/353858/alcohol-consumption-low-end-recent-readings.aspx>

² Scarborough USA+ 2020 Release 2

³ <https://www.bls.gov/opub/reports/consumer-expenditures/2019/home.htm>

Succeed with Social Media

By: Erin Donar, NBWA Vice President, Communications

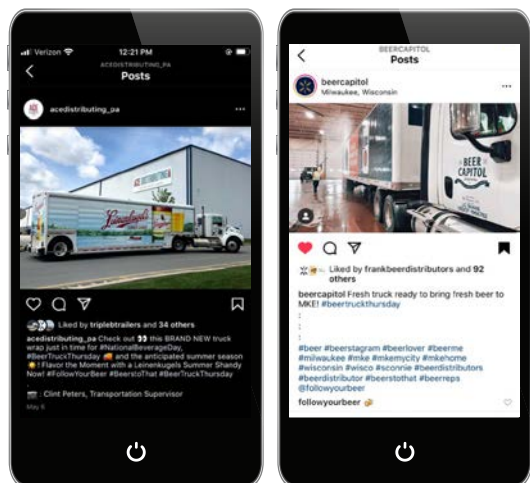
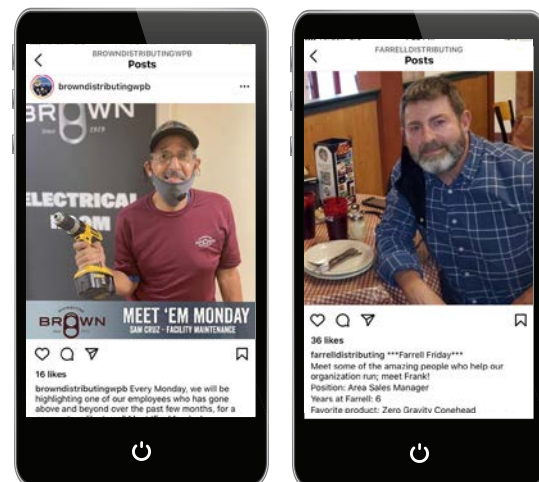
In an increasingly interconnected and virtual world, digital communication is an essential tool for reaching lawmakers, customers, communities and the media. When implemented correctly, social media can be a multi-purpose business tool used to attract customers and build brand loyalty; expand market reach and conduct research; develop brands and increase traffic to platforms and web-sites.

NBWA shares the following recommendations to help beer distributors create winning content across their social media platforms:

Highlight Standout Employees

Featuring employees on social media humanizes web content and puts a face to the folks working hard to ensure every community's favorite beers are in stock.

Brown Distributing in Virginia and Farrell Distributing in Vermont have done an excellent job creating dynamic and engaging social media campaigns, with respective "Meet 'Em Monday" and "Farrell Fridays" that allow them to showcase a new employee every week.

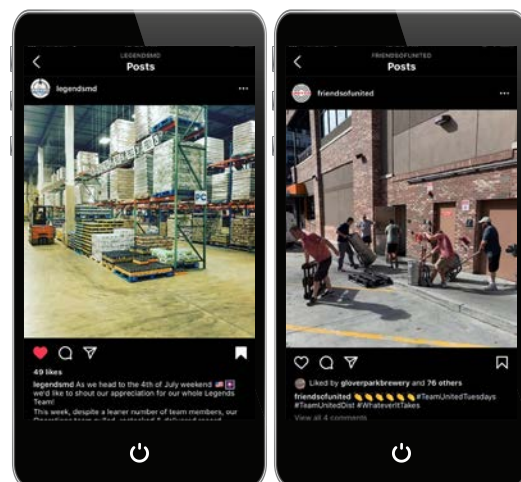


Showcase Beer Trucks

Sharing imagery of distributors' trucks helps remind customers, lawmakers, the media and the public that whenever they see a beer truck around town, a local distributor is hard at work. NBWA created a #BeerTruckThursday hashtag for distributors to enable them to be featured across NBWA channels. And two of our members, Ace Distributing of Pennsylvania and Beer Capitol of Wisconsin, have done a great job of featuring their beer trucks and drivers on their Instagram channels!

Go Behind-the-Scenes

Photos, clips or short videos from distributors' warehouses or delivery routes give followers a look at exclusive content they might not otherwise see, providing a more well-rounded view of all they do to keep shelves stocked. Check out what Maryland's United Distributors and Legends Distributors have done to showcase their behind-the-scenes efforts to distribute beer.

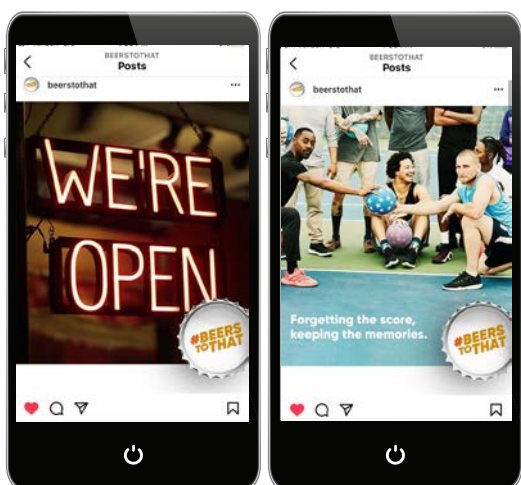
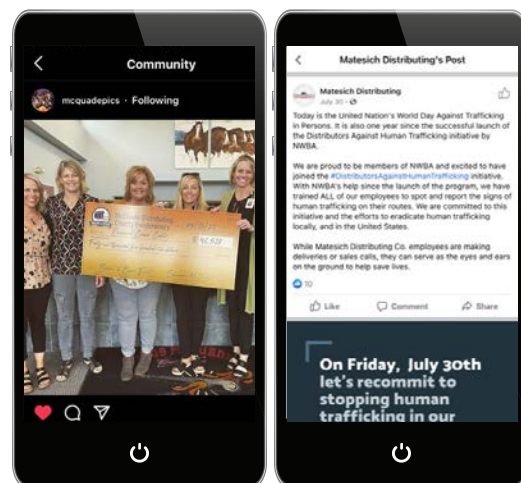


Doing Good in the Community

Beer distributors do more for their communities than just deliver beer; by featuring their company's charitable and corporate social responsibility endeavors on social media, they can showcase how they are giving back to the areas they serve. For instance, distributors who are part of the #DistributorsAgainstHumanTrafficking initiative have showcased their company's efforts in the fight against this terrible crime.

Product Recommendations or Tastings

The COVID-19 pandemic has led to a rise in virtual interactive events, like beer tastings. These events are great opportunities for beer distributors to engage with their local communities, while also advertising their products and providing recommendations.



#BeersToThat

Distributors can always use the hashtag #BeersToThat to help promote beer drinking occasions on social media. Together, we can elevate the beer category, because all of life's little victories deserve a toast!

Don't forget to follow NBWA's social media channels!



Instagram:

@FollowYourBeer



Twitter:

@NBWA



Facebook:

@NBWABeer



LinkedIn:

National Beer
Wholesalers
Association



2019 NBWA Convention: Col. Nicole Malachowski, First Woman Thunderbird Pilot



2009 NBWA Convention: Welcome Reception



2019 NBWA Convention: Kristen Soltis Anderson, Political Analyst and Gen Z Expert



2017 NBWA Convention: Alex Acosta, Former U.S. Labor Secretary

Las Vegas Convention OVER THE YEARS



2011 NBWA Convention: Trade Show Floor



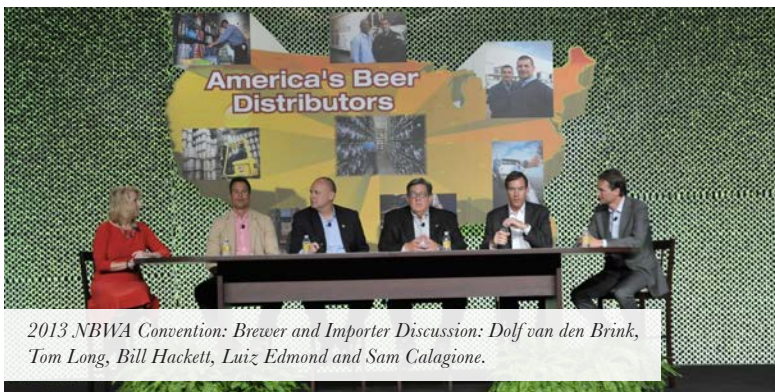
2014 NBWA Convention: Four Under 40: A Panel Discussion Featuring Bud Dunn, Jay Ducote, Daniel "D.H." Harrison, Ryan Lake, Kurt Strickmaker



2017 NBWA Convention: Frank LaRose, House of LaRose, Brent Mushburger, Legendary Sportscaster and Craig Purser, President & CEO of NBWA



2017 NBWA Convention: Frank LaRose, House of LaRose and Craig Purser, President & CEO of NBWA



2013 NBWA Convention: Brewer and Importer Discussion: Dolf van den Brink, Tom Long, Bill Hackett, Luiz Edmond and Sam Calagione.



2017 NBWA Convention: Dana Perino, Co-host, Fox News



2011 NBWA Convention: Lawrence J. "Larry" Del Papa, Jr. 2011 NBWA Chairman



2015 NBWA Convention: Welcome Reception



2013 NBWA Convention: General Session Stage Featuring Bob Archer, 2013 NBWA Chairman

Exhibitors

As of September 9, 2021

5-Hour Energy / Living Essentials

Booth #1229

ABCO Fleet Services

Booth #220

Advertising Vehicles Inc.

Booth #122

AFCO/ZEP

Booth #714

Aiko Importers, Inc

Booth #707

Aim Transportation Solutions

Booth #525

Alexandria Group

Booth #710

Anheuser-Busch, LLC

Booth #126

ARCO National Construction

Beverage Group

Booth #1237

B & P Manufacturing

Booth #1403

Bang Hard Seltzer

Booth #1321

BeatBox Beverages, LLC

Booth #107

Bell's Brewery Inc

Booth #809

BevCap Management, LLC

Booth #313

Big Storm Brewing Co

Booth #733

Big Systems, Inc.

Booth #814

Bigshot Aussie Craft Wine Spritzer

Booth #1245

Blake's Hard Cider

Booth #1411

Blue Spring Imports

Booth #112

Boelter Beverage

Booth #121

Breinfuel Inc

Booth #1333

Brew Pipeline

Booth #413

Brother Mobile Solutions

Booth #1242

Buck's Trucks, LLC

Booth #1132

California Cider Company

Booth #721

Carbliss Handcrafted Vodka Cocktails

Booth #732

CFT Inc.

Booth #329

Cintas

Booth #625

Cirrus Tech, Inc

Booth #1113

Copper Mountain Beverage

Booth #1435

Countermeasures Solutions Company/
Emerging Brands Management

Booth #726

Craftsmen Utility Trailer

Booth #123

DEFY, LLC

Booth #600

Dematic

Booth #813

Diageo Beer Company

Booth #301

Digital Media Warehouse

Booth #709

DispatchTrack, Inc

Booth #614

DraftLine Technologies

Booth #620

DSDLINK + Handoff

Booth #621

Eclipse Fleet Service LLC

Booth #323

Encompass Technologies, Inc.

Booth #1203

ENZO Unified

Booth #820

eoStar

Booth #1003

EPIC Worldwide LLC

Booth #428

Essentia Water

Booth #1444

Eternal Beverage

Booth #823

Evamor Products, Inc

Booth #108

Everlance

Booth #712

Fintech

Booth #1303

Ford

Booth #421

Fox Sales Coaching

Booth #631

FTNI

Booth #1329

Full Circle Brewing Co

Booth #713

GAP Promo

Booth #1120

Geloso Beverage Group, LLC

Booth #1011

Goodyear Tire and Rubber Company

Booth #1243

GP Analytics

Booth #633

Hackney

Booth #114

HDA Architects

Booth #1029

Heineken USA, Inc.

Booth #921

Hot Melt Sticks - Prime Industries, Inc.

Booth #1429

Howie's Spiked

Booth #731

Hyundai Material Handling -
Norcross, GA

Booth #624

Idealease

Booth #1121

Integrity Wellness Brands Inc

Booth #731

In-Charge Energy Inc

Booth #102

Ink Lites

Booth #810

Interstate Graphics Inc

Booth #1337

Iowa Rotocast Plastics, Inc

Booth #626

iSellBeer

Booth #1043 & #321

Island Brands USA

Booth #834

Island District LLC

Booth #1343

Isuzu Commercial Truck of America Inc

Booth #1142

Jack Links Bloody/Spooky Craft

Cocktails

Booth #433

Johnston & Associates

Booth #1339

Kalo Brands LLC

Booth #630

Karma Culture LLC

Booth #533

Liquid Ice Energy Drink

Booth #113

Liquid Opportunities

Booth #806

Lone Pine Brewing Company

Booth #1338

LPM Systems

Booth #708

Manuverate

Booth #221

Maxon Lift Corp.

Booth #1436

Medius

Booth #627

Michele & Group Modeling & Talent
Agency Inc

Booth #1346

Mickey Truck Bodies, Inc.

Booth #1128

Micro Matic USA, Inc.

Booth #201

Mike's Hard Lemonade

Booth #1311

MobileDemand

Booth #720

MolsonCoors

Booth #929

Motus

Booth #1409

Exhibitors continued

National Resource Management, Inc.
Booth #812

NBWA - Beer Growth Initiative
Booth #701

NBWA Beer First
Booth #801

New Age Industrial
Booth #615

New York Spring Water, Inc./NYSW
Beverage Brands, Inc.
Booth #1320

Nissan Commercial VehiclesBooth
Booth #800

Omnitracs
Booth #1322

OnTrak Software
Booth #420

Orion Packaging
Booth #333

ORTEC
Booth #824

Pabst Brewing Company
Booth #903

Palfinger Liftgates
Booth #725

Parallel Products
Booth #1122

Partake Brewing
Booth #1421

PDC
Booth #221 & #1021

Peterbilt Motors Company
Booth #1342

PiF Technologies
Booth #1438

PowerBoss
Booth #1045

ProGlove
Booth #532

Pro-Vision Video Systems
Booth #607

Provi
Booth #632

Purkeys
Booth #1137

Purple Love Brands, LLC
Booth #831

Radeberger Gruppe USA / Binding
Brauerei USA Inc.
Booth #1129

Rally Brands LLC dba BIOLYTE
Booth #100

Recipe 21 Spirits
Booth #106

Rehrig Pacific Company
Booth #1221

REVOLUTION // SANGRIA
Booth #611

Ringside Beverage Group
Booth #612

Rite-Hite Corporation
Booth #613

Robbi Promotional
Booth #609

Roham International, Inc.
Booth #531

Ryder System, Inc.
Booth #209

Safety Vision, L.P.
Booth #530

Salient Management Company
Booth #829

Sapporo USA, Inc.
Booth #513

Scarlett Letter
Booth #1415

Seattle Cider Company
Booth #1336

SevenFifty Technologies
Booth #1143

ShineWater
Booth #715

SLO Brewing
Booth #1442

So-Zen Beverages
Booth #1432

Sonic Hard Seltzer
Booth #822

Sonoco ThermoSafe
Booth #431

Sparkling Ice Spiked
Booth #524

Splash Beverage Group, Inc
Booth #1037

Stevens Point Brewery/Ciderboys
Cider Company
Booth #1215

Stran Promotional Solutions
Booth #515

Sunshine Beverage Co.
Booth #527

Team Image Marketing
Booth #1144

Tennant Company
Booth #521

The Raymond Corporation
Booth #1428

Toyota Material Handling
Booth #222

Triple B Mfg. Co., Inc.
Booth #425

TriviaMatic, LLC
Booth #1147

UBC Group
Booth #430

UPTIME Energy
Booth #706

Vehicare Fleet Solutions
Booth #520

Vermont Hard Cider Co.
Booth #507

Vermont Information Processing
Booth #1103

Vertique - System Logistics
Booth #407

Vio Brands USA, LLC
Booth #1345

Waterfall Resort Alaska
Booth #1033

Waymatic, Inc.
Booth #601

Western Son Vodka
Booth #101

Wild Ohio Brewing
Booth #1431

Wise Systems
Booth #501

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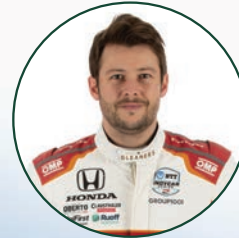
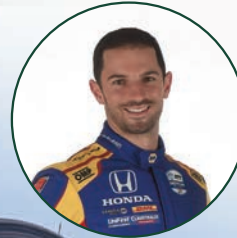
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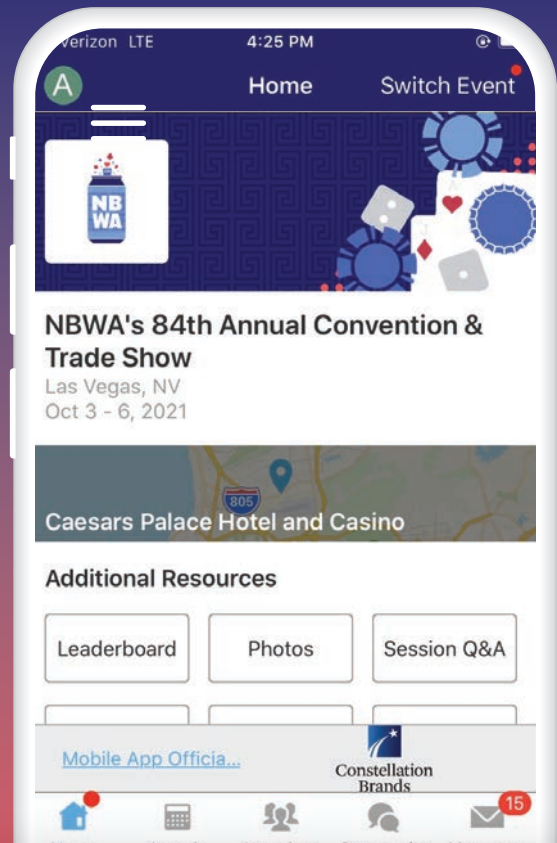
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