

Message from the Chairman and the President: Welcome to Washington, D.C.

We are so excited to welcome you to our first in-person Legislative Conference since 2019! The successful Convention and Next Generation Conference at the end of 2021 gave us our first chance to reconnect with each other and reengage in our priorities. At this year's Legislative Conference we will once again advocate on behalf of our members, educate our elected officials and celebrate being together.

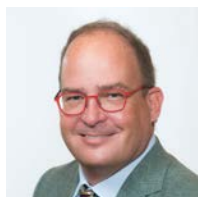
While we haven't been able to welcome you to D.C. in the last few years, NBWA has remained hard at work, advocating for you and your business amidst a changing industry landscape. We pushed back against ill-advised efforts to allow alcohol shipping through the mail. We are continuing to coordinate efforts related to a shortage of CDL drivers. And we are navigating changing dynamics in our industry and the broader business climate, including e-commerce, direct-to-consumer shipping and the general expansion of the beer and beverage category.

Additionally, we provided two sets of comments to the Biden Administration's Executive Order on Competition. While the report was incomplete, inaccurate and inconclusive, NBWA is engaged and working to make certain policymakers know the industry is intensely competitive.

NBWA's Legislative Conference is an opportunity for you to educate legislators on the most important issues facing the distribution industry. **You are your own best advocate!** We look forward to seeing all of you over the next few days and can't wait for the opportunity to have a cold beer at our Cheers reception. In addition to your meetings with legislators, you'll hear from a lineup of speakers and have access to engaging networking events for additional opportunities to learn and grow.

We are thrilled you could join us this year in our nation's capital! Be sure to stay connected on social media using [#NBWALegCon](#) and by following NBWA on Twitter, Facebook and Instagram.

Cheers!



Peter Heimark
2021-2022 NBWA Chairman of the Board



Craig A. Purser
NBWA President & CEO

2019'S LEGISLATIVE CONFERENCE



Beer Purchasers' Index (BPI)

By: Lester Jones, NBWA Vice President of Analytics and Chief Economist



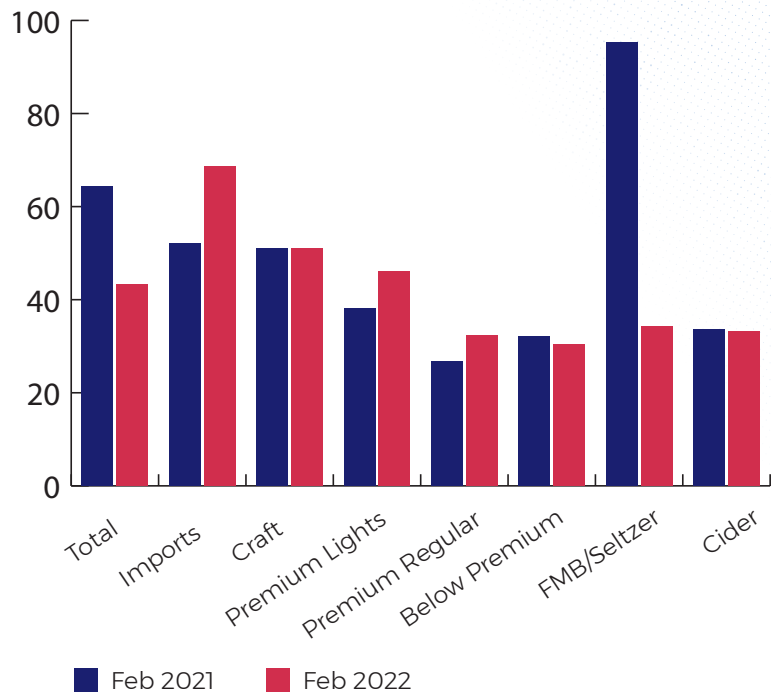
For over seven years now, NBWA's monthly Beer Purchasers' Index (BPI) has served as a leading indicator of the

changes in the beer market. BPI is the only forward-looking indicator for distributors to measure expected beer demand. This free and value-added benefit lets participating NBWA members be the first to know where the market is heading. For example, last June, the FMB/seltzer index saw its single largest drop ever. Distributors knew about this trend well in advance, before many interested parties in the industry, including the national media or Wall Street analysts.

The index surveys beer distributors' purchases across different segments and compares them to previous years. With just a few data inputs each month, you let NBWA know if you expect to order more or less beer for the month.

To stay on top of the most current data, go to www.nbwa.org/BPI to see the March 2022 release.

Beer Purchasers' Index All Segments



YOU KNOW THE LOGO
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- ★ Creates efficiencies in your operations
- ★ Reduces SKUs and administrative hassles
- ★ Has supported the NBWA and independent distributors for 20+ years

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BUILT FOR THE BREW

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Fostering Relationships With Your Elected Officials

By: Laurie Knight, NBWA EVP of Government Affairs



NBWA is thrilled to have its members return to Washington D.C. for our annual Legislative Conference!

Now, more than ever, members of Congress are eager to reconnect with constituents after several years of COVID-related disruptions on Capitol Hill and reengage on policy that will help their local communities recover from the economic consequences of the pandemic. Your participation and advocacy will be well-received by members and staff alike as Congress begins the process of returning to the pre-pandemic normal on Capitol Hill.

As you make your return to Washington and meet with your elected officials for the first time since 2019, you may be meeting or connecting with some members of your congressional delegation for the first time. Further, as we head toward the 2022 midterm election, you may be meeting with members that are set to retire at the end of the year, many of whom have been steadfast figures in your state and allies to our industry for several years. Turnover has been and is set to remain high on Capitol Hill – which means our work as advocates remains critical. This includes educating members about important alcohol regulatory principles, like three-tier as well as the economic impact your businesses have in your communities.

A few strategies to consider as you work to build or maintain relationships with elected officials include:

Invite them to your warehouse!

We've known for years that the best way for an elected official to learn about our industry is to have them come witness it for themselves! Inviting a sitting member of Congress or a candidate for office is a great opportunity to build a foundation for a relationship. Members value the opportunity to connect with your employees, learn about a business in their district and better understand the role the federal government plays in regulating alcohol. Invites can and should be extended to candidates for office as well – often times you can help them establish their knowledge base of our industry and the role your business plays within the beer industry. .

Demonstrate the economic value of your business

Did you know that the U.S. beer industry contributes more than \$330 billion in economic output annually, roughly equal to 1.6% of our nation's gross domestic product? With over 205,000 employees directly employed by brewers and distributors collectively, the beer industry employs more than some of the largest employers in the United States. The beer industry is BIG and its economic impact



can be felt in most every congressional district. NBWA has great tools such as the annual Beer Serves America report that can help you demonstrate to lawmakers the economic impact the beer industry has in their congressional district. And don't forget to localize these number to let them know about the impact of your individual business as well!



Educate them about public health

Let's face it, beer is unlike most consumer goods. NBWA and our partners in the beer industry understand the unique role of alcohol, and specifically beer, in our collective history and society. This unique nature necessitates unique regulation to protect public health and safety, while also promoting competition and innovation. Additionally, many of you are already involved in public health and responsibility campaigns that work to protect members of your community. This public health mission should remain top of mind as you educate members about the important role your business serves as it relates to these critical public health objectives.

We hope you are as excited as we are to be together in person to continue our important advocacy mission on Capitol Hill. We look forward to hosting you here in our nation's capital and working alongside you as we engage in this important work on behalf of America's beer distributors. Cheers!



YOUR SITUATION IS UNIQUE. SO IS OUR SOLUTION.



As an independent consulting firm, our business depends exclusively on satisfied clients. We specialize in tailored, engineered solutions for facility sizing and location, warehouse layout and storage plans, pay for performance programs and delivery optimization – from conceptual design to implementation and training. For over 600 beverage clients worldwide, we create unique and customized solutions based on empirical analysis and operational expertise.

Proud NBWA Partner

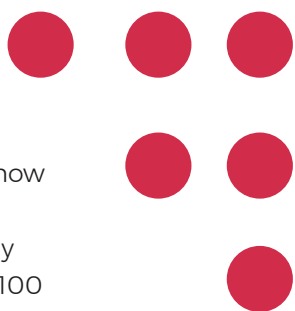
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NBWA'S 84th ANNUAL CONVENTION AND TRADE SHOW



At the 84th Annual Convention and Trade Show at Caesars Palace in Las Vegas, NBWA successfully brought together over 2,100 attendees from across the country to share cold beverages and discuss the future of the industry. The sold-out Trade Show floor boasted an impressive 150+ exhibitors.



"We are so fortunate to once again convene the hardworking members of the beer distribution industry in Las Vegas,"

said Craig Purser, President and CEO of NBWA. "It's been a long, difficult two years since we were last together in person, both for the industry and the entire country. In the face of these challenges, our industry and members have been resilient and essential to the communities where they live and operate. This year's convention is a well-deserved opportunity to connect, learn, socialize and celebrate."





Save The Date!

NBWA's 85th ANNUAL CONVENTION AND PRODUCT SHOWCASE

October 9 – 12, 2022
Hyatt Regency | Chicago, IL

For further information,
visit www.nbwa.org/events
or contact info@nbwa.org.

NBWA's Building Relationships and Empowering Women (BREW) Initiative Continues To Advance Women in the Beer Industry

By: Kim McKinnish, NBWA SVP & COO

NBWA and our members value gender diversity and are committed to lifting up and empowering women across the country. While points of entry into the beer distribution industry have eluded women in the past, that dynamic is thankfully changing. NBWA's BREW initiative, launched in 2021, hit the ground running and has already helped numerous women in the beer industry connect and work on their professional development. The program was developed in partnership with distributor and Next Generation group stakeholders.



NBWA hosted a BREW kickoff happy hour event at the 84th Annual Convention and Trade Show in Las Vegas. The event featured remarks from Jenn Litz-Kirk, Executive Editor of *Beer Business Daily* and *Craft Business Daily*, who discussed the benefits of and need for more women in the industry.

"With women in beer, there's a stewardship and a sisterhood that's hard to describe if you haven't lived it... Ladies, we're here to make our industry look and be more like us. When that happens, I believe other great things will follow," said Litz-Kirk.

BREW's mission is to:

UNIFY
the community of women
active in the beer industry

CREATE
opportunities to build
connections and network

PROVIDE
access to leadership
development, educational and
mentorship resources

During NBWA's 9th Annual Next Generation Success in Leadership Conference, BREW hosted a panel discussion on "What Do We Mean by Empowering Women in the Beer Business?" The panel featured insights from Lori Scheffler, Co-founder and President of Tamarron Consulting, NBWA Secretary Rebecca Maisel, General Counsel of Gulf Distributing Holdings, LLC and NBWA Chairman Peter Heimark, President of Heimark Distributing LLC.

At one point in the panel, Maisel noted, "One thing that you can be really intentional about is having a succession plan for all the positions in your company, especially the leadership/executive/senior management teams and placing women in those roles, which sets them up for success and leadership."

Scheffler also remarked on the importance of fostering skills in women, "Women have the same competencies that men have, but sometimes in a male-dominated setting those competencies don't come out as clearly, so it's important to make sure you nurture that."

BREW has already hosted three interactive zoom development sessions with top industry professionals. Sarah Bettman, Founder & Principal, Bettman Consulting LLC facilitated sessions on career development topics, including "Stop Being Indispensable" and "Delegation." Most recently, women on NBWA's executive team led an interactive virtual discussion centered on the McKinsey Leadership Project's article titled "Centered leadership: How talented women thrive."

The initiative has received positive feedback and press coverage, with features in *Beer Business Daily*, *Beer Business Finance*, *Brewbound*, *NBC News* and *Craft Brewing Business*. We are looking forward to building upon this program to help strengthen the industry.

Group membership is free and open to all interested distributor members. Email info@nbwa.org to join the email list to ensure you don't miss out on initiative updates and opportunities to get involved!

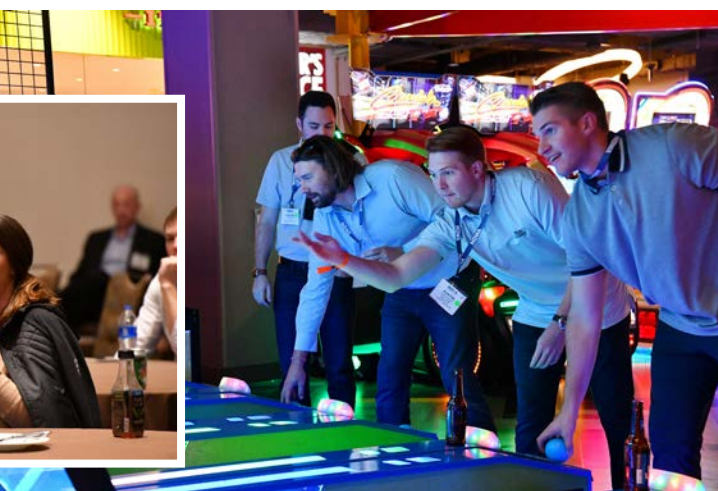




9th Annual Next Generation Success in Leadership Conference

The NBWA Next Generation Group brings together future leaders in the beer distribution industry. The group helps members learn more about the beer business, get more involved with the association and network with distributors from across the country representing all brands. Nearly 200 emerging leaders joined NBWA in Orlando for the 9th Annual Success in Leadership Conference—including 47 first-time attendees!





Save The Date!

NBWA's NEXT GENERATION CONFERENCE

November 9 – 11, 2022

Hyatt Regency | Denver, CO

For further information,
visit www.nbwa.org/events
or contact info@nbwa.org.

The BIECC Master Product Catalog (MPC) is Now Open!

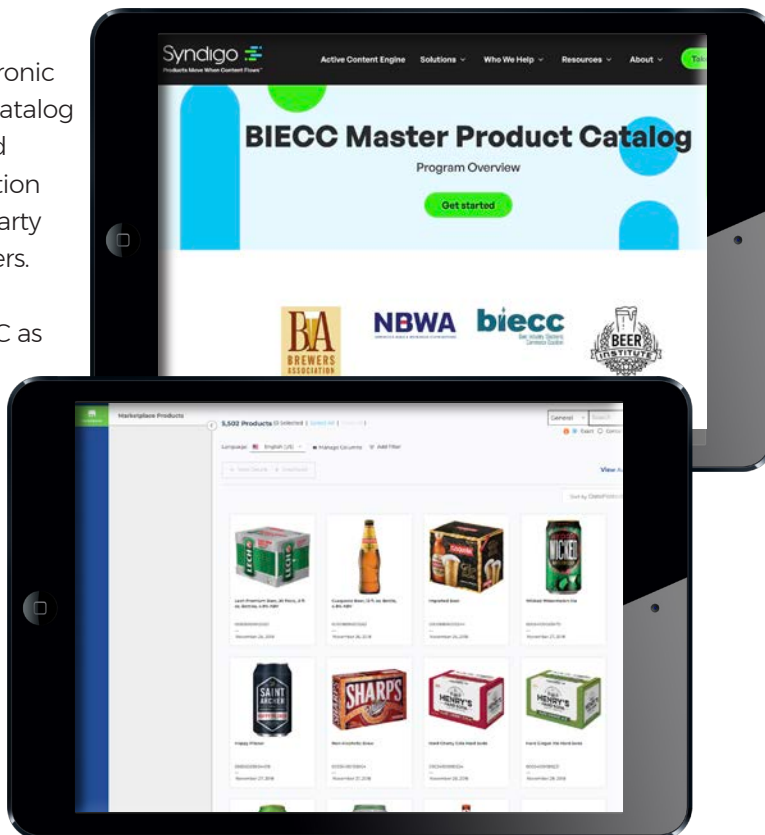
By: David Christman, NBWA Vice President of State Affairs

A joint venture between the Beer Industry Electronic Commerce Coalition (BIECC) and Syndigo, the catalog serves as a single source of item information and images for all participating brands. This information is freely available to retailers, distributors, third-party solution providers and other industry stakeholders.

In 2021, the BIECC and Syndigo created the MPC as an industry solution for beer brewers, especially smaller suppliers, to provide their product content easily to the recipients who need the information to display and sell the product.

As more consumers go online to shop for beer brands and utilize various forms of e-commerce, the need for timely, accurate and reliable item information has never been greater. The BIECC has worked hard to promote the catalog to the entire brewing community, offering several cost-free options for brands to upload their item content into the catalog. While the number of brands in the catalog will continue to grow, enough content is now available that users will be able to see immediate benefits.

Retailers, distributors and solution providers interested in gaining access to the catalog should visit **www.syndigo.com/biecc** to learn more and fill out the contact form to get started. Brewers whose products are not yet in the catalog are likewise encouraged to visit the site to begin the process of uploading their brands.



How is the MPC populated?

- Brewers can choose from several options to provide product content for the MPC
- Brewers can self-upload their own images and product attributes which will be reviewed by the Syndigo quality control team
- Brewers also have the ability to send product samples to Syndigo where they will complementarily photograph and enter item information for each brand

Visit **www.syndigo.com/biecc** for more information! Questions can also be directed to David Christman at dchristman@nbwa.org or Amy Behm at amy.behm@syndigo.com.

Distributors Against Human Trafficking

By: Erin Donar, NBWA Vice President of Communications

In 2020, the National Beer Wholesalers Association launched Distributors Against Human Trafficking to help combat human trafficking in the United States. Working alongside state attorneys general, NBWA created an awareness training video to help the more than 140,000 beer distribution employees in the U.S. recognize and report signs of human trafficking. Beer distributors are uniquely positioned to help fight this heinous crime, given their level of access to locations often unseen by the public as they visit around 600,000 licensed retail locations across the country.

Here's an action checklist if you're interested in getting involved:



On-boarding:

Have all of your employees been trained? Has your company incorporated the training in your on-boarding? Remember to keep NBWA updated on how many of your employees are trained by filling out the online certification form.



Spread the Word: Local Media:

Let your community know about this serious issue and what your company is doing to try and stop it. Reach out to local media for a TV segment, or NBWA can send you a press release template.



Take the Initiative Beyond: Create Partnerships:

Partner with local officials, attorneys general or nonprofits who are also working on the issue. NBWA and state beer distributor associations have partnered with ten state attorneys general offices to promote this important program.

Statistics & Data

Human Trafficking is a multi-billion dollar criminal industry that denies freedom to **24.9** million people around the world.

In the United States, a total of **10,583** unique cases of potential human trafficking were reported in 2020 to the hotline.

In 2020, **26.3%** of hotline callers were victims of trafficking and 24.6% of callers were community members. This highlights the important role you can play in spreading awareness.

Source: National Human Trafficking Hotline

Recent Accomplishments

In 2021, the Distributors Against Human Trafficking initiative was awarded the Power of A (association) Gold Award from the American Society of Association Executives (ASAE). The Power of A Awards honors the outstanding accomplishments of associations and industry professionals who work tirelessly to solve problems and strengthen lives, the workforce, the economy and the world.

ASAE President and CEO Susan Robertson, CAE remarked, "It's always gratifying to see associations like NBWA going above and beyond their everyday mission to change the world, tackling some of our country's largest challenges. We're very proud to spotlight this award-winning effort to combat human trafficking throughout the United States."

In January 2022, the Distributors Against Human Trafficking initiative hit a landmark number, having trained distributors in all 50 states, with over 28,500 distribution employees trained and over 220 companies participating.



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

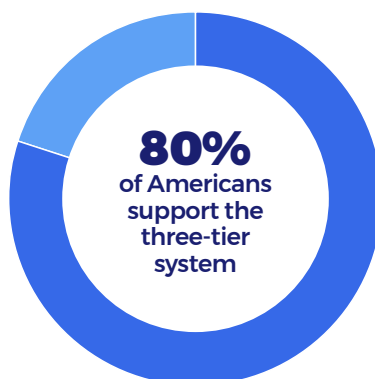
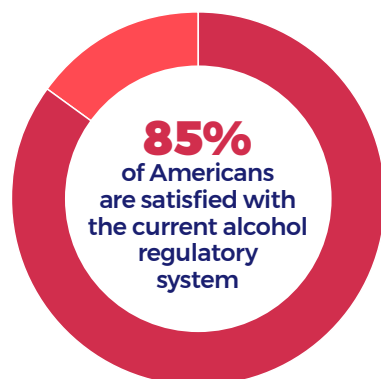
Comfortably communicate the importance and value of the beer category to your off- and on-premise customers.

The Center for Alcohol Policy

By: Kelly Roberson, the Center for Alcohol Policy Executive Director

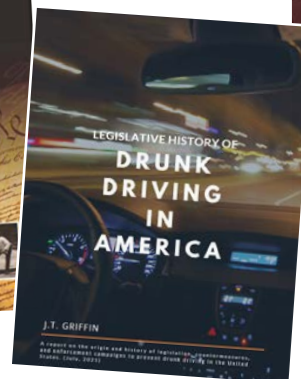
Every other year, the Center for Alcohol Policy conducts a national public opinion survey on the public's attitudes toward alcohol regulation. The Center's most recent survey, from March 2021, included timely issues such as DTC shipping, e-commerce and COVID-inspired deregulations.

Three key takeaways include:



The Center constantly analyzes the industry, regulatory and public health environment for research opportunities that establish the link between existing state alcohol regulation and public health and safety. These ties often assist in efforts to defend current regulations in the courts and legislatures around the country.

Access these resources and more at the Center's website at
www.centerforalcoholpolicy.com



Save the Date!
**Alcohol Law &
Policy Conference**
August 29-31, 2022
Nashville, TN

For more information, visit
centerforalcoholpolicy.org/law

EMPLOYEE SPOTLIGHT PROGRAM

America's 3,000 independent beer distribution facilities employ more than 140,000 people in communities across the country. The NBWA Employee Spotlight program highlights standout beer distribution employees and showcases their achievements.

It is often noted that many beer distribution companies are family-owned and -operated and that the workplace feels like an extended 'family.' Employees are dedicated to their roles, supporting their teammates and serving the public – many grow their careers in the business over the course of 10, 15, 20 years or more!

NBWA's Employee Spotlight Program recognizes these standout employees who are the face of the American beer industry in their communities.

Those featured in the Employee Spotlight program are highlighted on NBWA's website and social media channels. It's an excellent way to show your community the variety of fulfilling careers offered by distributors.

Head over to www.nbwa.org/employee-spotlight to nominate a standout employee in your company.

