



NABWA

2021 - 2022

ANNUAL REPORT



A MESSAGE FROM THE CHAIRMAN OF THE BOARD AND PRESIDENT

This past year was a time of recovery and renewal. As people began to gather again, NBWA led the industry by showing how to reconnect safely at numerous in-person events held throughout the country. NBWA has been proud to represent America's 3,000 independent beer distributors in Washington, D.C., state capitals, the courts and beyond.

HERE IS A RECAP OF WHAT NBWA HAS DELIVERED:

- **Successfully advocated for independent beverage distributors and worked to prevent tax increases on small businesses and pass-through businesses.** This included helping prevent a proposed 3.8% Net Investment Income Tax from being part of the recently passed *Inflation Reduction Act of 2022*.
- **Prevented preemptive policies from advancing in Congress,** successfully opposing legislation that would circumvent state alcohol regulation.
- **Provided leadership in the legal arena;** filed amicus briefs in litigation against the states dealing with alcohol regulation; initiated guidance and provided legal support on a wide variety of litigation involving alcohol and non-alcohol products.
- **Safely hosted the 84th Annual Convention and Trade Show,** the first in-person convention in two years, at Caesars Palace in Las Vegas, Nevada.
- **Grew membership in the NBWA Next Generation/Emerging Leaders program,** now in its 10th year. Nearly 200 emerging leaders joined the 9th Annual Success in Leadership Conference in Orlando, Florida in November 2021.
- **Convened over 500 distributors and industry partners for the 2022 Legislative Conference in Washington, DC.** Distributor attendees completed over 300 meetings with lawmakers.
- **Provided over \$2 million in support from the NBWA PAC** for members of Congress from 809 contributors.
- Continued to lead the Distributors Against Human Trafficking initiative; **distributors in all 50 states have been trained to spot the signs of human trafficking.** To date, the initiative has trained nearly 29,000 employees.
- **Provided industry leadership by launching the Building Relationships and Empowering Women (BREW) initiative** to advance diversity and promote inclusion in the beer industry and connect women and work on their professional development.
- **Produced a customizable recruitment video** as a tool for distributors to help attract workers during the labor shortage.
- **Expanded and enhanced the Beer First online toolkit,** including the launch of the Beer First Certification training program designed to teach distributors how to maximize the tools, comfortably sell using facts and profit stories and elevate relationships with customers to sell more beer.
- **Continued to provide leadership, support and assistance** to state beverage distributor associations.



Peter Heimark

Peter Heimark
2021-2022 NBWA Chairman of the Board



Craig A. Purser

Craig A. Purser
NBWA President & CEO

NBWA DELIVERS FOR BEER AND BEVERAGE DISTRIBUTORS

The National Beer Wholesalers Association provides leadership to enhance the independent beer and beverage distribution industry; to advocate before government and the public; to encourage the responsible consumption of alcohol and to provide programs and services that will benefit its members.

AMERICA'S DISTRIBUTORS AT A GLANCE



BACK IN BUSINESS: NBWA'S 84TH ANNUAL CONVENTION AND TRADE SHOW IN LAS VEGAS, NEVADA

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**.



(Top left) Manoj Bhargava, Founder and CEO, Living Essentials, LLC

(Top right) Beer and Beyond Panel with Steve Fechheimer, CEO, New Belgium Brewing, Pete Marino, President of Emerging Growth, Molson Coors, Nuno Teles, President, Diageo Beer Company and moderator Benj Steinman, President, Beer Marketer's INSIGHTS

(Middle left) Travis Mills, Retired United States Army Staff Sergeant of the 82nd Airborne

(Middle right) Jessica Yellin, Former CNN Chief White House Correspondent, Digital Creator of #NewsNotNoise and author.

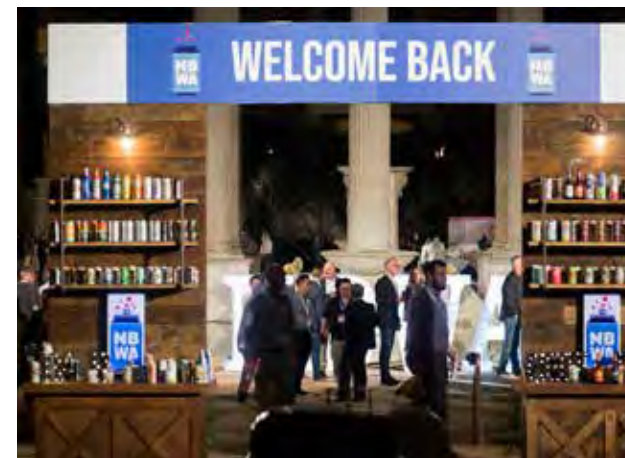
(Bottom left) Marci Rossell, Former Chief Economist, CNBC and Co-Host, SQUAWK BOX

(Bottom right) Beer First Update with Mike Barnes, Former EVP Chief Revenue Officer, Andrews Distributing Co., Kim McKinnish, Senior Vice President and COO, NBWA and Adam Vitale, President, G&M Distributors



"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."

Additionally, Purser unveiled the updated NBWA logo to better reflect the industry and the association. "Nearly three years ago, the Board debated refreshing our logo and expanding our tagline from 'America's Beer Distributors' to 'America's Beer and Beverage Distributors.' Mid-way through 2019, it felt like we might be getting ahead of ourselves. But now, with all the continued expansion in our sector, this is absolutely the right time to refresh our logo," said Purser. "It reflects who we are, where we've been and where we're going. But most importantly, it's also true to our roots."



**BACK IN BUSINESS: NBWA'S 84TH ANNUAL CONVENTION
AND TRADE SHOW IN LAS VEGAS, NEVADA** CONTINUED

2021 NBWA AWARD RECIPIENTS

Each year, NBWA recognizes individuals and organizations who have served as leaders and examples of excellence for others in the industry.



LIFE SERVICE AWARDS

Barry Andrews, Andrews Distributing Company
James C. Fabiano Sr., Fabiano Brothers, Inc.
Mike Lashbrook (posthumously), the first Executive Director of the Center for Alcohol Policy (accepted by Kim Gary)

WHITEY LITTLEFIELD AWARD

Pat Scherzer (posthumously), former NBWA PAC Chairman, Schatz Budweiser Distributorship

PUBLIC AFFAIRS AWARD

Laura Markstein, Markstein Sales Company

KENNY KERR PAC AWARD

Gregory 'Bud' Dunn, Jr., Atlas Sales

**CONVENTION
AWARDS**

**NBWA's 85th Annual Convention
& Product Showcase
October 9 - 12, 2022 | Chicago, IL**

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



**THE NBWA NEXT GENERATION GROUP HAS CONTINUED
TO GROW SINCE ITS INCEPTION TEN YEARS AGO.**

The group brings together emerging leaders in the beer distribution industry and 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. In 2021, emerging leaders joined NBWA in Orlando, Florida for the 9th Annual Success in Leadership Conference - including **47 first-time attendees!**



FEATURED SPEAKERS

(Top left) Jake Harriman, Former Marine Platoon Commander, Founder, Nuru International, & Founder, More Perfect Union
(Top right) Mike Barnes, Former EVP Chief Revenue Officer, Andrews Distributing
(Middle left) Theresa Gallion, Employment Law Practitioner, Cornell Smith Mierl Brutocao Burton, LLP
(Middle right) Tom Fox, Partner, Fox Sales Coaching
(Bottom left) Curt Stedron, Director of the Legislative Training Institute, National Conference of State Legislatures
(Bottom right) Sarah Bettman, Principal, Bettman Consulting Group

**NBWA'S NEXT GENERATION
GROUP CELEBRATES A DECADE OF
FOSTERING LEADERS**



NBWA's Next Generation Group has grown exponentially since 2012 when the group held its first Next Generation Success in Leadership Conference in Chicago!

The conference started out with just fifty attendees and has since grown to nearly 250.

At the time, the only speaker for the conference was Matt Dahlstrom, a nationally recognized speaker, author and consultant. Take a look back at NBWA's very first Next Generation Success in Leadership Conference!



THROWBACK TO THE FIRST CONFERENCE!



SAVE THE DATE
**NBWA's 10th Annual Success
in Leadership Conference
November 9 - 11, 2022 | Denver, CO**

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



SUPPORTING DISTRIBUTORS IN THE STATES

Throughout state legislative sessions, NBWA worked closely with state beer distributor associations to provide guidance, create collaterals, connect states with similar challenges and conduct executive surveys to ensure that states can continue to regulate alcohol effectively and enforce their laws.

Here are some of the critical issues NBWA assisted state beer distributor associations with as they navigated a changing alcohol landscape:

- Proposals to expand direct-to-consumer shipping of beer.
- Efforts by the spirits industry to seek lower tax rates and a continued push towards equivalence.
- Definition debates around canned cocktails and other new products that blur the lines between beer, wine and spirits.
- The entry of traditional non-alcohol brands into the brewing and beer distribution industry.
- Working with states to respond to the state policy recommendations found in the Biden Administration Competition Report.



RETURNING TO CAPITOL HILL: NBWA'S 2022 LEGISLATIVE CONFERENCE

The 2022 Legislative Conference was NBWA's first in-person fly-in since 2019. **Over 500 independent beer distribution employees** from across the country attended the event. During the conference, beer distributors met **with over 300 Capitol Hill offices** to advocate on issues impacting the beer industry and their businesses, including the importance of the three-tier system, ongoing challenges related to workforce retention and recruitment as well as differentiation between types of alcohol.



Top to bottom:

Industry Panel Discussion: John Bodnovich, Executive Director, American Beverage Licensees, Justin Kissinger, CEO, Worldwide Brewing Alliance, Jim McGreevy, Former CEO, the Beer Institute

David M. Wulf, Deputy Administrator, Alcohol and Tobacco Tax and Trade Bureau (TTB)

Charlie Cook, Founder of The Cook Political Report and Political Analyst for the National Journal

SAVE THE DATE

NBWA's 2023 Legislative Conference
April 23 - 26, 2023
Washington, D.C.

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



THE VOICE OF DISTRIBUTORS
IN WASHINGTON, D.C.

NBWA continued to engage and educate key political leaders, policymakers and congressional staff about the significant contributions of beer distributors as well as the importance of the three-tier system. Here are highlights of some of the key policy issues that NBWA has been advocating for on behalf of the beer distribution industry.



FEDERAL TAX POLICY

NBWA supports permanent tax relief for Main Street businesses and advocates against harmful tax increases for small businesses. In particular, NBWA expressed vocal opposition to the inclusion of a 3.8% expansion of the Net Investment Income Tax (NIIT) in the debate leading to the passage of the Inflation Reduction Act. NBWA joined over 200 other business groups weighing in with House and Senate leadership to explain the impact that the expanded NIIT would have on family-owned businesses. As a result of the robust opposition, the proposal was taken off the table and was excluded from the final legislation.

NBWA has also advocated for S corporations and other pass-throughs, with a focus on estate tax relief, maintaining stepped-up basis, increased business expensing and preservation of LIFO accounting. As always, beer distributors continue to support tax policies that create jobs and stimulate the economy.

In addition, NBWA has encouraged Congress to support legislation that would make the 20 percent pass-through deduction permanent.

PUSHING BACK AGAINST EFFORTS
TO ALLOW ALCOHOL TO BE SHIPPED
THROUGH THE MAIL

Legislative proposals to allow shipping alcohol through the mail fail to recognize that the 21st Amendment gives each state the constitutional authority to establish and enforce its own alcohol laws while ensuring responsible alcohol oversight and delivery.

In April, President Biden signed the Postal Service Reform Act of 2022 into law. Through NBWA's targeted advocacy on Capitol Hill and

the efforts of our members to educate policymakers during NBWA's annual Legislative Conference and warehouse tours, proposed federal policy to permit the shipping of alcohol through the mail was not included in the legislation. However, legislative attempts will continue to arise and we will stay engaged.

NBWA has encouraged Congress to support the current three-tier system of alcohol regulation that protects the American public. NBWA has also urged Congress to oppose H.R.3287/S.1663, the United States Postal Service Shipping Equity Act.

LABOR, TRANSPORTATION AND
SUPPLY CHAIN CHALLENGES

Small businesses are facing pressure from the challenges of workforce retention, skyrocketing transportation costs — including fuel and fleet — as well as supply chain issues. As businesses across the country continue to adapt to the current economic environment, NBWA has joined with industry partners to encourage Congress and regulators to support policies that allow businesses to address workforce pressures and supply chain challenges, recognize greater transportation efficiencies and reduce costs.

OSHA WITHDRAWS COVID-19 VACCINE
MANDATE FOR BUSINESSES

In January 2022, the U.S. Department of Labor's Occupational Safety and Health Administration (OSHA) withdrew the vaccine-or-test mandate.

When OSHA originally announced the mandate, NBWA understood distributor



concerns and proactively engaged with policymakers. As part of the overall strategy, NBWA analyzed its best role in the litigation effort and determined an effective strategy that ensured the interest of NBWA's membership was well represented throughout the litigation process. NBWA also identified the need for participation in a broader coalition effort to elevate the voice of opposition to the mandate and filed comments during the public comment period at OSHA.

COMMERCIAL DRIVER'S LICENSE (CDL)
RELIEF

The shortage of CDL drivers was a concern before the pandemic and continues to cause significant disruptions. NBWA has encouraged Congress to pass the bipartisan DRIVE Safe Act, H.R. 1745/S. 659, which would create an apprentice program that would allow CDL holders between the ages of 18 and 21 to drive interstate and help grow the CDL driver workforce.

In addition, with NBWA's outreach, the Federal Motor Carrier Safety Administration (FMCSA) extended the implementation of its Entry-Level Driver Training regulations to provide more time for companies to understand the new CDL training requirements. NBWA has remained in direct contact with the FMCSA and continues to provide critical information to keep distributors informed on the specifics of the new federal



regulations for training CDL drivers that took effect on February 7, 2022.

THE STOP ACT

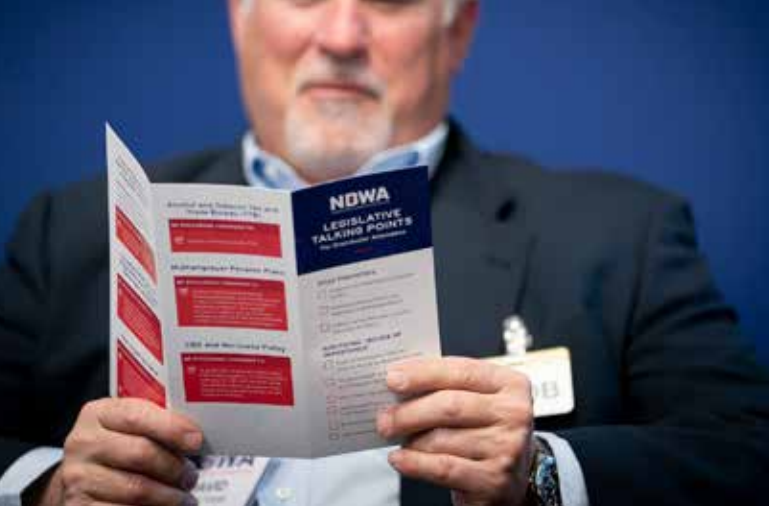
In June 2022, the U.S. House of Representatives passed the Sober Truth on Preventing (STOP) Underage Drinking Act as part of a broader legislative package.

NBWA worked closely with industry and public health partners to gain support for reauthorization of the legislation. In April, as part of NBWA's Legislative Conference, many distributors met with key House and Senate staff and NBWA joined with other industry partners in writing to members of Congress to express support for the legislation.

This proven piece of legislation helps combat underage drinking while affirming the value of the state-based system of alcohol regulation. NBWA has urged the Senate to pass this important bill.

CBD AND MARIJUANA POLICY

As Congress continues to work on federal marijuana legalization, NBWA encourages policymakers to draw on the expertise and experience of the alcohol industry and public health leaders when contemplating and addressing needed regulation, revenue and research principles in the marijuana industry.



Additionally, since the enactment of the 2018 Farm Bill, there has been considerable confusion in the marketplace about the legality of products containing cannabidiol (CBD). NBWA has encouraged Congress and federal regulators to provide greater clarity to stakeholders on federal oversight of the marijuana and CBD marketplace.

With the introduction of the Cannabis Administration and Opportunity Act — which seeks to legalize marijuana at the federal level, establish a federal excise tax and enact restorative justice reforms, among other goals — there is a continued focus on federal policy. NBWA will continue to educate members of Congress about lessons from the alcohol industry.

FUNDING FOR THE ALCOHOL AND
TOBACCO TAX AND TRADE BUREAU (TTB)

The TTB is the primary federal regulator of the alcohol industry. In 2022, NBWA successfully advocated for full funding for the TTB to ensure the bureau can enforce the Federal Alcohol Administration Act (FAA Act) and other federal laws that promote fair competition, support state alcohol regulation and prevent tainted alcohol products from reaching consumers. This enforcement is essential for maintaining a level playing field and facilitating a robust and diverse marketplace.

NBWA CONTINUES TO ADVANCE WOMEN IN THE BEER INDUSTRY

BUILDING RELATIONSHIPS AND EMPOWERING WOMEN (BREW) INITIATIVE

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. Through the year, the initiative had a presence at various NBWA events and provided additional virtual opportunities. BREW has received positive feedback and press coverage, with features in *Beer Business Finance*, *Beer Business Daily*, *Brewbound*, *NBC News* and *Craft Brewing Business*. NBWA is looking forward to building upon this program to help strengthen the industry.

84TH ANNUAL CONVENTION AND TRADE SHOW

NBWA hosted the BREW kickoff happy hour event 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

Attract, connect and elevate women in beer and beverage distribution.

BREW'S VISION

BREWing a more inclusive beer and beverage distribution industry by tapping into women's leadership capabilities to accelerate organizational, cultural and economic benefits.



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 Scheiffler, 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."

Scheiffler 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."

VIRTUAL EVENTS

BREW has hosted a series of interactive zoom development sessions with top industry professionals including Sarah Bettman, Founder & Principal, Bettman Consulting LLC, and continues to expand its virtual program offerings.



BREW

BUILDING RELATIONSHIPS & EMPOWERING WOMEN



GET INVOLVED!

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!



NBWA CONTINUES TO ADVANCE WOMEN IN THE BEER INDUSTRY CONTINUED

THE ALLIANCE FOR WOMEN IN BEER

The Alliance for Women in Beer unites all three tiers to transform beer to be an exciting industry of choice and opportunity for women.

The group is made up of women leaders from all three tiers in the beer industry and NBWA is proud to play a leadership role in this collective. The group's priorities are to provide educational and developmental opportunities so that women in the industry can connect and share best practices.



VALUES

INSPIRATION

CHAMPION

COLLABORATION

EMPOWERMENT



CONNECTION
DEVELOPMENT

NBWA'S EXPERT LEGAL TEAM ADVOCATES FOR DISTRIBUTORS IN THE COURTS

NBWA's legal experts remain committed to educating policy makers and keeping beer distributors informed on some of the most pressing legal issues impacting their businesses. This past year, NBWA's legal team has focused their efforts on the following:

BIDEN ADMINISTRATION COMPETITION REPORT

- The report on competition in the alcohol industry was released on February 9, 2022 following the July 2019 Biden Administration Executive Order calling for a report from 72 sectors of the economy.
- NBWA submitted two rounds of comments detailing how the regulatory structure within the alcohol industry promotes competition and benefits both consumers and industry participants.
- NBWA remains engaged to address any upcoming misapplications of the report.

DIRECT-TO-CONSUMER UPDATE

- Special interests have been pushing for direct-to-consumer shipping for liquor, which opens the door to a host of potential problems.
- Last year, NBWA was helpful in defeating a Uniform Law Commission effort to pass a model direct to consumer liquor law.
- Recently, a direct-to-consumer liquor shipping model policy proposal pushed by the Distilled Spirits Council of the United States (DISCUS) came up for a vote before the American Legislative Exchange Council (ALEC) at their annual conference. NBWA was joined by the Wine & Spirits Wholesalers of America (WSWA) in countering this proposal.
- In addition, American Beverage Licensees (ABL), the National Liquor Law Enforcement Association (NLLEA), the American Distilled Spirits Alliance (ADSA) and the Beer Institute (BI) all expressed concerns. Ultimately the measure before ALEC was defeated with a decisive vote.
- While the successful vote was a positive outcome, perhaps more important was the incredible advocacy effort by distributors, state association executives and others who quickly banded together to push back on this proposal. Liquor interests continue to push for direct-to-consumer shipping in every forum.

LITIGATION

- Litigation impacting beer distributors continues at a strong pace. NBWA routinely serves as distributors' voice in the courts. In the past year, the Supreme Court has fortunately declined to take five cases NBWA was monitoring.
- There are nearly a dozen other pieces of litigation NBWA is tracking and several more will seek to have the Supreme Court consider the case. These cases mostly concentrate on the attempts by out-of-state retailers to have the same rights as in-state retailers, which poses big questions for e-commerce business models.
- Working with your regulators and state attorneys general to continue to keep the critical legal framework in place which supports the important regulatory significance of the independent three-tier distribution system.



INAUGURAL CONFERENCE!

The Alliance for Women in Beer Invites You to Be a Champion
October 12, 2022 | 9:00 am to 2:00 pm | Chicago, IL

www.nbwa.org/events/alliance-women-beer



SUPPORTING MEMBERSHIP THROUGH LABOR SHORTAGE CHALLENGES

In response to the challenges many distributors are facing recruiting during the nationwide labor shortage, NBWA created a customizable recruitment video with male, female and Spanish-language voiceover options. The video is intended to be used at job fairs, high school or vocational school presentations, in social media posts or however distributor businesses would like.

NBWA ALSO PROVIDED SUPPORT RESOURCES INCLUDING SUGGESTED CUSTOMIZATION INSTRUCTIONS, SAMPLE SOCIAL MEDIA POSTS AND TIPS ON HOW TO CREATE A VIDEO.

"We frequently hear from our members about the challenges of recruiting employees. It has become harder to get many applicants knocking on the doors of beer distributors – they need to be more proactive to find the right employees. NBWA is proud to support beer distribution companies as they cope with continued workforce shortages," said NBWA President & CEO Craig Purser.

If you'd like more information on the project or to get access to the tools, go to NBWA.org or contact any member of the NBWA staff.



Distributor praise for the tool:

"This is a fantastic idea and resource to leverage, thank you!"

"Thank you so much for creating something to help recruit in this competitive job market."



NBWA started the Distributors Against Human Trafficking Initiative in 2020 and it has far surpassed NBWA's initial goals for engagement. The initiative is centered on a brief training video, which makes it easy to train employees to make a real difference. Since its launch, **more than 230 companies in all 50 states have joined the fight, training nearly 29,000 distribution employees** to spot and safely report the signs of human trafficking.

AWARD WINNING INITIATIVE

In October 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."

STATISTICS & DATA

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

Source: National Human Trafficking Hotline

This highlights the important role you can play in spreading awareness.

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.

DISTRIBUTORS AGAINST HUMAN TRAFFICKING



Above left to right:

In July 2022, NBWA President and CEO Craig Purser participated in the panel, "No Room for Trafficking Summit" led by American Hotel & Lodging Association (AHLA) President & CEO William "Chip" Rogers, alongside NATSO President & CEO Lisa Mullins and U.S. Chamber of Commerce Director of Policy Research & Employment Policy Michael Billet. The group discussed collaborative efforts, successes and areas for innovation and partnership across the travel sector to combat human trafficking.

During NBWA's 9th Annual Next Generation Success in Leadership Conference, the Distributors Against Human Trafficking advisory committee members Roxanne Barnes-Smith of Heimark Distributing, LLC and Caylin Wiebe of Del Papa Distributing Company, Inc. joined NBWA's Vice President of Communications Erin Donar to discuss the action items emerging leaders in the beer industry can take at their own company to support the initiative.

During NBWA's 84th Annual Convention in Las Vegas, Nevada, Erin Donar, NBWA's VP of Communications, Mike Markovich of Summit Beverage and Tate Russell of Kentucky Eagle spoke about the initiative's progress and the personal impact the program has had on their communities.

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.

BIECC SUCCESSFULLY LAUNCHED THE MASTER PRODUCT CATALOG (MPC)

The Master Product Catalog (MPC), a joint venture between the Beer Industry Electronic Commerce Coalition (BIECC) and Syndigo, launched in 2022 and 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.

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.

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.

ADDITIONAL BIECC AND NBWA INNOVATION & TECHNOLOGY INITIATIVES

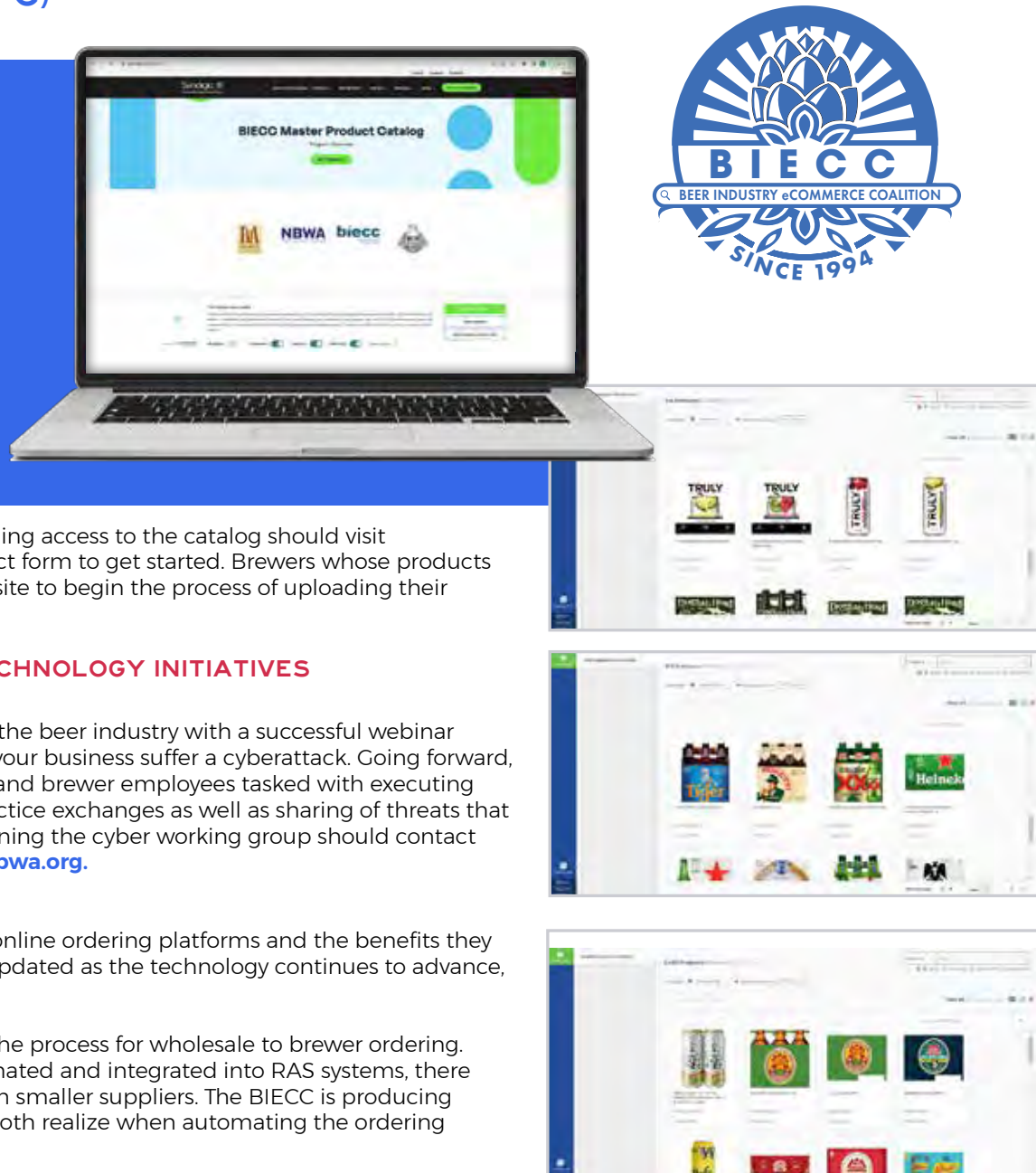
Cybersecurity

The BIECC recently launched a new focus on cybersecurity in the beer industry with a successful webinar focused on mitigating risk and having a plan in place should your business suffer a cyberattack. Going forward, the BIECC is going to manage a working group of distributor and brewer employees tasked with executing their company's cybersecurity plan. This will allow for best practice exchanges as well as sharing of threats that various businesses have identified. Individuals interested in joining the cyber working group should contact NBWA's VP of State Affairs Dave Christman at dchristman@nbwa.org.

Online Ordering Platforms

In 2021, the BIECC released educational materials on retailer online ordering platforms and the benefits they can provide distributors. These resources will continue to be updated as the technology continues to advance, and adoption continues to grow.

A new area the BIECC has focused on in 2022 is automating the process for wholesale to brewer ordering. While orders placed to large brewers are typically more automated and integrated into RAS systems, there is still a lot of manual work and data entry when ordering from smaller suppliers. The BIECC is producing materials focused on the value distributors and brewers can both realize when automating the ordering process between them.



NBWA'S MONTHLY BEER PURCHASERS' INDEX (BPI)

Since 2014, NBWA's Chief Economist Lester Jones has been releasing BPI as a valuable tool for distributors that provides a timely and reliable indicator of industry activity. BPI is a popular metric for the media and the rest of the beer industry, with news outlets eagerly anticipating its release each month. This past year, BPI has received extremely positive press coverage, particularly as the alcohol and hospitality industries navigated their way out of the pandemic.

Here are some highlights from the past year:



LEADING THE INDUSTRY WITH QUALITY DATA



QUARTERLY BEER INDUSTRY REVIEW WEBINARS

Additionally, Jones has partnered with Fintech on numerous webinars to review industry data. These webinars have proved very useful as the industry continues to recover from the pandemic.



2021 DISTRIBUTOR PRODUCTIVITY REPORT (DPR) RELEASED!

The DPR is the result of distributor responses to a survey on distributor business operations. This industry-wide research effort provides an actionable tool for NBWA member companies to evaluate their operating results in order to pinpoint strengths, weaknesses and improvement opportunities. Thanks to distributor participation, the report includes data on the explosive growth in the number of products that distributors carry, the number of retail accounts serviced by distributors and the investments distributors make to store, refrigerate, transport, deliver and promote a wide variety of beer brands.



COMPENSATION AND BENEFITS STUDY

The Compensation & Benefits Study is an industry study that allows NBWA members to compare their compensation levels and benefits policies with other distributors of similar size and by region. Produced every other year, NBWA's Compensation and Benefits Study provides timely information and is an important management tool for beer distributors. The study was conducted in 2022 and numerous NBWA distributor members participated.

NBWA'S BEER FIRST INITIATIVE LAUNCHED THE BEER FIRST CERTIFICATION PROGRAM

BEER FIRST CERTIFICATION PROGRAM

In 2021, NBWA launched the Beer First Certification program for teams to learn how to maximize the Beer First tools, comfortably sell using facts and profit stories and elevate their relationships with customers.

As the first of its kind, Beer First Certification is a training program specifically designed for the beer industry. With the two levels and courses geared towards on-premise and off-premise, sales representatives, first line managers, key account managers and other aspiring industry professionals can expertly learn how to strategically use NBWA's Beer First tools.

So far, there have been over 450 certified employees from over 30 distributor companies!

Notably, these distributors include but are not limited to: Andrews Distributing, Columbia Distributing, Crescent Crown, Fahr Beverages, G&M Distributors, Heimark Distributing and Mitchell Beverage.

The benefits of the program include:

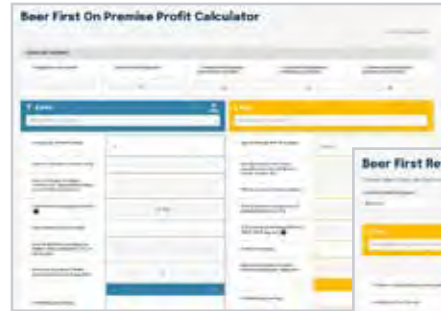
- **Enhanced Selling Repertoire**
Develop a unique skill set and add a new dimension to your selling repertoire in only two and a half hours.
- **Become a Trusted Consultant**
Become a more valuable sales rep by adding consulting skills to your selling technique. Understand your customers' needs and 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.
- **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.



To better bolster distributors and continually grow the beer sector's profile and presence in the marketplace, NBWA continues to expand the Beer First initiative. Guided by a leadership team of distributors, representing a cross-section of the country, chain and independent markets and major supplier networks, the Beer First initiative ensures distributors have the tools they need to continually boost the beer category.

The Beer First initiative toolkit is comprised of the following:

- **Beer First Sell Sheets:** channel-specific data-driven sell sheets that help distributors turn data into dollars and sell more beer. They can be localized and customized to meet opportunities in every market.
- **On-Premise Profit Calculator:** analyze data to demonstrate to accounts how beer can be more profitable than wine and/or spirits during happy hour.
- **Retail Profit Calculator:** generate charts that help show off-premise retailers how beer drives more profit in an effort to win display space.



"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
at Columbia Distributing

BEER FIRST FRIDAYS HIGHLIGHTS



The **#BeersToThat** social media campaign has had a widely successful year, and many beer distribution companies have participated in Beer First Fridays. "Beer First Friday" is all about celebrating beer, showing support for on-premise partners and blanketing social media with great beer moments.



Visit www.nbwabeerfirst.com to learn more!



THE CENTER FOR ALCOHOL POLICY: AN ESTABLISHED LEADING EDUCATIONAL AUTHORITY IN THE ALCOHOL INDUSTRY

MISSION STATEMENT

The purpose of the Center is to educate policymakers, regulators and the public about alcohol, its uniqueness and its regulation. By conducting sound research and implementing initiatives that will maintain the appropriate state-based regulation of alcohol, the Center promotes safe and responsible consumption of alcohol, fights underage drinking and drunk driving and informs key entities and the public about the effects of alcohol consumption.

The Center constantly analyzes the industry, regulatory and public health environment for research opportunities to 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.



Over the past year, the Center has filed several amicus briefs related to the following cases to reinforce state-based liquor laws:

- 2021 *Chicago Wine Company v. Holcomb*
- 2021 *B21 Wines v. Guy*

The Center has participated in numerous reports and publications including:

Finished:

- A report by J.T. Griffin on the *History of Drunk Driving: Examining Challenges and Successes*
- A report by J.T. Griffin on *Open Container Laws and Alcohol-To-Go: Implications and Considerations*
- *J.T. Griffin Traffic Safety Webinar (held in June 2022, available on YouTube)*
- *J.T. Griffin Law Enforcement Webinar (held on August 10, 2022)*

In Progress:

- Report by Patrick Maroney on *Background Checks for Liquor License Applicants*
- Report by Patrick Maroney on *Taxation Differential*
- J.T. Griffin Report summarizing the findings of both webinars to be released nationally

GOVERNANCE UPDATE

- In 2021, the Center welcomed James Hallam, Eric Best and Michael Schilleci to the Board of Trustees.
- In early 2022, the Center brought on Pam Erickson as a member of the Advisory Council.
- As of January 2022, Val LaMantia has taken on the role of Chair of the Center's Board of Trustees and Michael Schilleci serves as Vice Chair.

CENTER FOR ALCOHOL POLICY GREW PRESENCE AND REPUTATION

Center for Alcohol Policy Director Kelly Roberson connected with industry leaders to learn more about alcohol safety and spread awareness about the important work the Center conducts. Just this past year, Roberson attended the NASID Conference in Arlington, VA and the NABCA Annual Conference in Phoenix, AZ. Additionally, Roberson was a speaker at the NABCA Administrator's Conference in Portland, ME and the NLLEA Annual Conference in Montgomery, AL. The Center also hosted the Annual ALPC in Chicago in August 2021 and the State Policy Forum in Little Rock, AR in November 2021.



NATIONAL PUBLIC OPINION SURVEY

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 next survey will be released in 2023.

THE ALCOHOL LAW & POLICY CONFERENCE

The Center also held a successful Alcohol Law & Policy Conference in 2021. Each year the Center brings together some of the best minds in the country – including state alcohol regulators, public health leaders, state attorneys general, state legislators, educators and industry members – to discuss and debate current alcohol issues and challenges. The conference has become the leading national forum for alcohol policy education and networking. Attendees take advantage of this annual forum to learn about a wide range of topics, including 21st Amendment litigation, trade practice enforcement and public health aspects of alcohol regulation.



15th Annual Alcohol Law & Policy Conference
August 29-31, 2022
Nashville, TN

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



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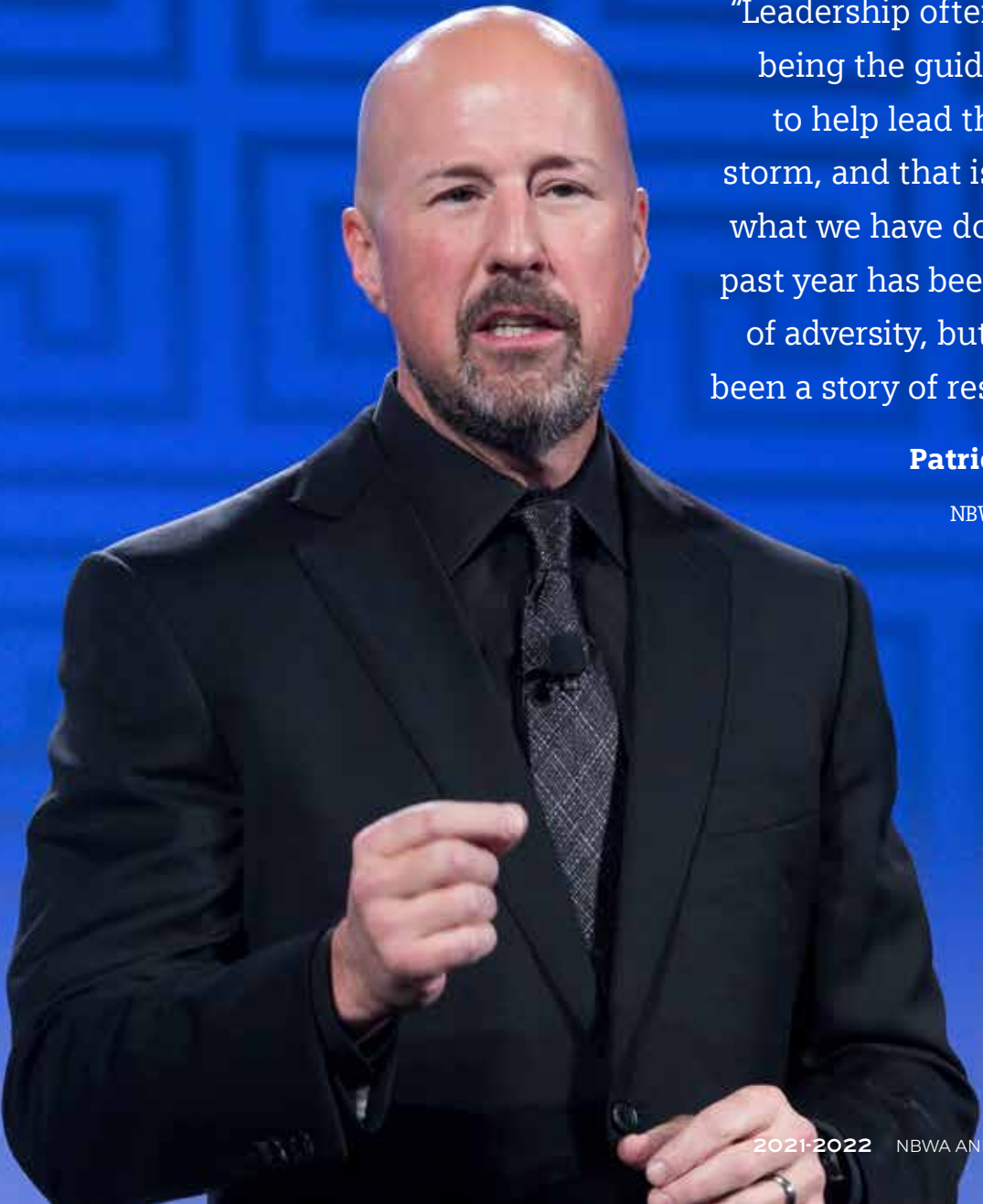


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Elko, NV



PRESIDENT & CEO
Craig A. Purser
President & CEO
National Beer Wholesalers
Association
Alexandria, VA

NBWA’s 2020-2021 Chairman of the Board, Patrick Blach, helped the association navigate through the lingering challenges associated with the pandemic and brought attendees together in Las Vegas, Nevada for a successful convention after a two-year hiatus due to COVID-19.



“Leadership often means being the guiding light to help lead through a storm, and that is exactly what we have done. This past year has been a story of adversity, but it’s also been a story of resiliency.”

Patrick Blach,
2020 – 2021
NBWA Chairman

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Coordinator, Industry Affairs

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Senior Director, Meetings and Events

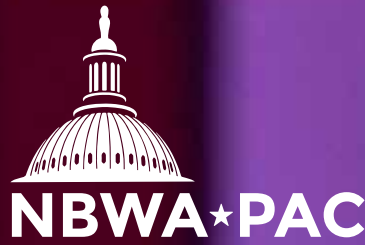
Jackie Furdyna

Manager, Membership Development

Jenna Sugg

Coordinator, Membership and Meetings

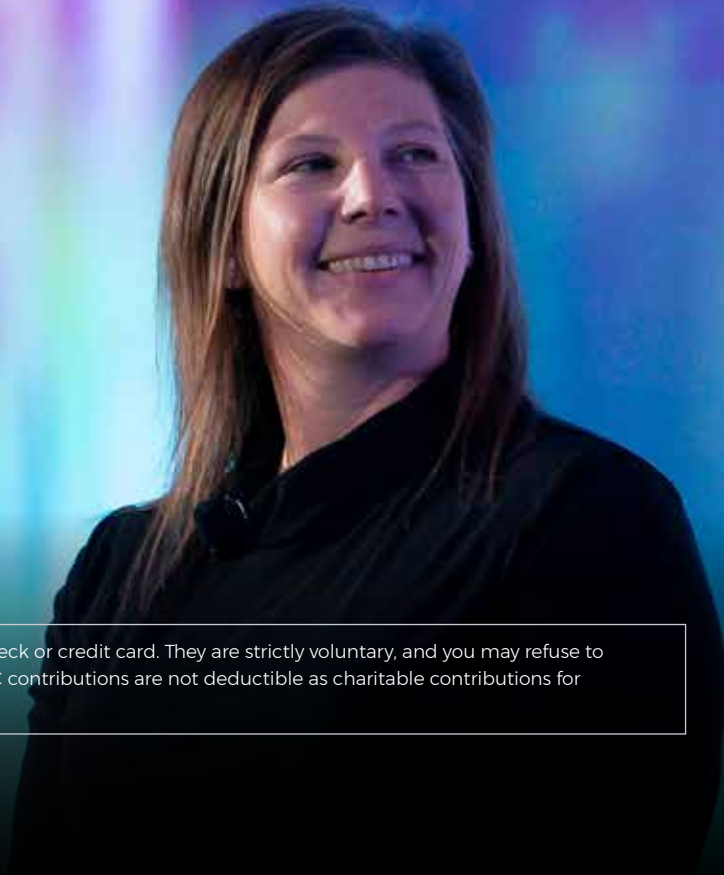
NBWA PAC STATS



The NBWA Political Action Committee (NBWA PAC) provides a unified voice for independent beer distributors and ensures legislators have a greater understanding of the industry. In 2021, the NBWA PAC **raised over \$2 million from 809 contributors** and successfully launched a newsletter to inform contributors of any legislative and political developments in Washington, D.C.

“The NBWA PAC remains one of the most transparent advocacy tools available to us as members of NBWA. With the various legislative issues facing beer distributors, it is imperative that we remain focused on educating members of Congress and candidates on the role that we play in our local communities and the quality jobs that we provide in our hometowns. Your continued support allows us to remain committed to our strong advocacy efforts.”

Rebecca Maisel,
2021 NBWA PAC Chair



NOTE: Contributions to the NBWA PAC are for political purposes. All contributions to the NBWA PAC must be by PERSONAL check or credit card. They are strictly voluntary, and you may refuse to contribute without reprisal. Any decision not to contribute will in no way affect your standing as an NBWA member. NBWA PAC contributions are not deductible as charitable contributions for federal income tax purposes. For questions or comments, the NBWA PAC can be reached at (800) 300-6417.



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Glazer's Beer & Beverage

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Kohler Distributing Co.

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Ben E. Keith Company

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Michael Hertz
United Distributors, Inc.

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ATG Distribution

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(NBWA)

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Kramer Beverage Co.

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L & F Distributors, LLC

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Steve Nichols
High Country Beverage Corp.

Tom Nichols
High Country Beverage Corp.

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(NBWA)

Gretchen Purser
National Beer Wholesalers Association
(NBWA)

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Adam Reeder
Ace Distributing

Jeffrey Reeder
Ace Distributing

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Reyes Beverage Group

James V. Reyes
Premium Distributors of
Washington, DC, LLC

J. Christopher Reyes
Reyes Beverage Group

M. Jude Reyes
Reyes Beverage Group

Thomas Reyes
Reyes Beverage Group

William F. Reyes
Premium Distributors of
Washington, DC, LLC

Brian Richardson
Standard Sales Company, L.P.

Mike Riley
Better Brands Inc.

Eric D. Riser
Wantz Distributors Inc.

Sean Rose
Clare Rose Inc.

Bill Rucker, Jr.
Mountain Eagle, Inc.

A. Paul Ruggiero
NKS Distributors Inc.

Michael P. Runser
Valley Beverage

Jennifer Runyon
The American Beer Co.

Tate Russell
Kentucky Eagle, Inc.

Charles Salzman
Peerless Beverage Company

Leslie Footlick Schaller
Bond Distributing Co.

Joseph R. Schetz
NWO Beverage Inc.

C. Michael Schilleci
Gulf Distributing Co. of Alabama, LLC

Charles H. Schilling, II
Schilling Distributing Co., LLC

Kristopher Schott
Schott Distributing Co., Inc.

Bernard H. Schroeder
Lake Beverage Corp.

Sarah M. Schwab
Matesich Distributing Co.

Frank Schwiep
Gold Coast Beverage, LLC

Dan Scovel
Hayden Beverage Co.

Christopher Sheehan
Columbia Beer Distributors LLC

Gerald V. Sheehan
L. Knife & Son Inc.

John Sheehan
Beechwood Sales & Service

Dennis Shields
Finley Distributing Co., LLC

Phillip A. Short
P.A. Short Distributing Co., Inc.

Frank Sinkwich, III
Northeast Sales Distributing Inc.

Mark E. Smith
Golden Brands San Joaquin

Claudia Sokolowski
Great Bay Distributors Inc.

Matt Sokolowski
Great Bay Distributors Inc.

Lisa Sondreal
McKinnon Co., Inc.

S. Steven Sourapas
Crest Beverage LLC

Steven S. Sourapas
Crest Beverage LLC

Frank R. Sourbeer, Sr.
Wilsbach Distributors Inc.

Frank B. Sousa, III
Colonial Wholesale Beverage Corp.

Lawrence S. Sowa
Town & Country Distributors Inc.

Mike Specht
Columbia Distributing

Dave Stander
Columbia Distributing

John M. Starkovich, Jr.
Starkovich Distributing Inc.

Christopher Steffanci
Columbia Distributing

Catherine Stein
Stein Distributing Co., Inc.

Craig Stein
Craig Stein Beverage (CSB)

Shelly Stein
Glazer's Beer & Beverage

Winburn Stewart, III
Bibb Distributing Co.

David M. Stokes
Grey Eagle Distributors

Mike Stokes
Standard Sales Company, L.P.

Barkley Stuart
Glazer's Beer & Beverage

Timothy M. Sullivan
Alliance Beverage Distributing

Richard Tatelman
Merrimack Valley Distributing Co., Inc.

John J. Taylor, III
J.J. Taylor Companies, Inc.

Brian Thomma
Standard Sales Company, L.P.

Robert F. Tigani
NKS Distributors Inc.

Steven D. Tigani
Standard Distributing Co., Inc.

Terry P. Timmerman
Fahr Beverage Inc.

Contessa Tobin
Wright Beverage Distributing

Tripp Transou III
Busch-Transou, L.C.
dba Tri-Eagle Sales

Pasquale Verrastro
L.T. Verrastro Inc.

Adam G. Vitale
G & M Distributors Inc.

Albert W. Vontz, III
Heidelberg Distributing Co.

Jeffrey S. Vukelic
Saratoga Eagle Sales & Service Inc.

Paul Vukelic
Try-it Distributing Co., Inc.

James J. Warbritton
Rave Associates

Mitch Watkins
Watkins Distributing

James Waugh
Capitol Beverage Co.

Brittney Webber
Bison Beverage

T. Conrad Wetterau
Quality Beverage L.P.

Steve Wheeler
Frank Beverage Group

Terrence M. White
Golden Beverage Co., LLC

John A. Williams
Wayne Densch Inc.

Rodney Williams
KW Associates, LLC

Peter Williamson
Del Papa Distributing Company, Inc.

Robert Wills
Frank Beverage Group

W. Rockwell Wirtz
Breakthru Beverage Minnesota

Claude H. Wright
Wright Beverage Distributing

James C. Yahnis
Yahnis Coastal Inc.

Stanley G. Ziherl, Jr.
Five Star Distributing

Andrew Zweber
General Distributing Co

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2021 NBWA PAC COMPANY HONOR ROLL MEMBERS



ALABAMA
Adams Beverages, Inc.
Gulf Distributing Holdings, LLC

ARIZONA
Crescent Crown Distributing, LLC
Finley Distributing Co., LLC
Hensley Beverage Company

ARKANSAS
O'Connor Distributing – Three Rivers Division
O'Connor Distributing – White River Division
Premium Brands of Northwest Arkansas

CALIFORNIA
Advance Beverage Co., Inc.
Allied Beverages
Crest Beverage, LLC
Gate City Beverage
Golden Brands San Joaquin
Harbor Distributing, LLC
Heimark Distributing LLC
High Desert Distributing - Bakersfield
Markstein Beverage Co. of Sacramento
Reyes Beverage Group
Valley Wide Beverage

COLORADO
High Country Beverage Corp.
KEG 1 Colorado, LLC
Quality Brands of the Rockies

CONNECTICUT
F & F Distributors Inc.

DELAWARE
NKS Distributors Inc.

DISTRICT OF COLUMBIA
Premium Distributors of Washington, DC, LLC

FLORIDA
Brown Distributing Company, Inc.
Gold Coast Beverage, LLC
Great Bay Distributors, Inc.
J.J. Taylor Companies, Inc.
J.J. Taylor Distributing Florida, Inc.
The Lewis Bear Co.
S.R. Perrott Inc.

GEORGIA
Eagle Rock Distributing Company
General Wholesale Beer Co.
Northeast Sales Distributing Inc.
United Distributors, Inc.

IDAHO
Craig Stein Beverage (Boise)
Hayden Beverage Co.

ILLINOIS
Burke Beverage Inc.
Chicago Beverage Systems, LLC
Euclid Beverage LLC
Koerner Distributor, Inc.
Kozol Bros., Inc.
Kozol Bros., Inc. - South
Reyes Beverage Group
Town & Country Distributors Inc.
Windy City Distributing, LLC

INDIANA
Five Star Distributing
Hedinger Beverage Distributing Co., Inc.
Indiana Beverage
Monarch Distributing

IOWA
7G Distributing, LLC
Doll Distributing LLC
Fahr Beverage Inc.

KENTUCKY
Clark PAC
Kentucky Eagle, Inc.
Perry Distributors, Inc.
River City Distributing Inc.
Standard Sales Co., LP

LOUISIANA
Crescent Crown Distributing, LLC
Magnolia Marketing, Inc.

MAINE
Pine State Beverage Co.

MARYLAND
Bob Hall LLC
Buck Distributing Co., Inc./Hammond Bev. Group
Premium Distributors of Maryland

MASSACHUSETTS
Burke Distributing Corp.
L. Knife & Son Inc.

MICHIGAN
Alliance Beverage Distributing
Atlas Sales, Inc.
Fabiano Brothers Inc.
Premium Distributors Of Michigan
West Side Beer Distributing

MINNESOTA
Beverage Wholesalers, Inc.
D & D Beverage LLC
Dahlheimer Beverage LLC
J.J. Taylor Distributing Minnesota, Inc.

MISSISSIPPI
Capital City Beverages Inc.
Clark Beverage Group, Inc.
F.E.B. Distributing Co., Inc.
Standard Sales Co., LP dba A & B
Distributing Co.

MISSOURI
Heart of America Beverage Company

MONTANA
Summit Beverage

NEVADA
Blach Distributing Co.
Nevada Beverage Co.

NEW HAMPSHIRE
Bayside Distributing LLC
Bellavance Beverage Co., Inc.
New Hampshire Distributors Inc.

NEW JERSEY
Harrison Beverage Co.
High Grade Beverage
Kohler Distributing, Co.
Konrad Beer Distributor Inc.
Kramer Beverage Co.
Peerless Beverage Co.
Ritchie & Page Distributing
Shore Point Distributing Co., Inc.

NEW MEXICO
L & F Distributors, LLC
Premier Distributing Co.

NEW YORK
Boening Brothers Inc.
Clare Rose Inc.
Lake Beverage Corp.
Manhattan Beer Distributors LLC
Union Beer Distributors LLC
Wright Beverage Distributing

2021 NBWA PAC COMPANY HONOR ROLL MEMBERS

NORTH CAROLINA
Adams Beverages of North Carolina
Coastal Beverage Co., Inc.
Long Beverage Inc.
United Beverages of North Carolina, LLC

NORTH DAKOTA
Bergseth Bros. Co., Inc.
Beverage Wholesalers, Inc.
McKinnon Co., Inc.
McQuade Distributing Co., Inc.

OHIO
Heidelberg Distributing Co.
House of LaRose
Matesich Distributing Co.
Superior Beverage Group Ltd.
The Columbus Distributing Co.
Treu House of Munch Inc.

OKLAHOMA
Capital Distributing, LLC

OREGON
Columbia Distributing
Maletis Beverage

PENNSYLVANIA
Ace Distributing
Origlio Beverage
Wilsbach Distributors, Inc.

SOUTH CAROLINA
Better Brands Inc.
General Wholesale Co. of South Carolina
KW Associates, LLC
Lee Distributors, LLC
Yahnis Coastal Inc.
Yahnis Corp., Inc.

SOUTH DAKOTA
Fisher Beverage Inc.
Quality Brands of the Black Hills

TENNESSEE
Hand Family Companies

TEXAS
Andrews Distributing Co.
Ben E. Keith Company
Budweiser Distributing Co. of Borger, LP
Capitol Wright Distributing
Del Papa Distributing Company, Inc.
Faust Distributing Co., Inc.
Favorite Brands, LLC
Giglio Distributing Company, Inc.
Glazer's Beer & Beverage
KEG 1 O'Neal LLC
L & F Distributors, LLC
Reed Beverage Company
Silver Eagle Distributors Houston, LLC
Standard Sales Co., LP
Standard Sales Company, LP dba A-B
Distributing of San Angelo

UTAH
Carlson Distributing Co., Inc.
General Distributing Co.
Golden Beverage Co., LLC

VIRGINIA
Blue Ridge Beverage Company, Inc.
Brown Distributing Company, Inc.
Chesbay Distributing, LLC
National Beer Wholesalers Association (NBWA)
P.A. Short Distributing Co., Inc.
Premium Distributors of Virginia, LLC

WASHINGTON
Columbia Distributing
Craig Stein Beverage (CSB)
Olympic Eagle Distributing

WEST VIRGINIA
Northern Eagle Inc.
Spriggs Distributing Co., LLC

WISCONSIN
Beechwood Sales & Service
Beer Capitol Distributing LLC
Dean Distributing Inc.
Fabiano Brothers – Wisconsin
Frank Beverage Group
LaCrosse Beverage, LLC
Larry's Distributing Co., Inc.

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**NATIONAL BEER
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