Successfully advocated for independent beverage distributors and worked to prevent tax increases on small businesses and pass through businesses. The NBEA helped 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; issued 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 tool, 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.

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.
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.
At the 84th Annual Convention and Trade Show at Caesar’s 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."

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

LIFE SERVICE AWARDS
Mary 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
Barry Andrews, Andrews Distributing Company

KENNY KERR PAC AWARD
Gregory ‘Bud’ Dunn, Jr., Atlas Sales

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 2022, emerging leaders joined NBWA in Orlando, Florida for the 9th Annual Success in Leadership Conference - including 47 first-time attendees!

The NBWA Next Generation Group has continued to grow since its inception ten years ago.

The NBWA Next Generation Group celebrates a decade of fostering leaders.

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

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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!

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

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.

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.
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, NBWA members met with over 500 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.

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

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

SAVE THE DATE
THE VOICE OF DISTRIBUTORS IN WASHINGTON, D.C.

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 (NIET) in the debate leading to the passage of the Inflation Reduction Act. NBWA joined over 200 other business groups weighing in against House and Senate leadership to explain the impact that the expanded NIET would have on family-owned businesses. As a result of the robust opposition, no proposal was taken off the table and the issue 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 expense deduction, 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 to make the 30 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 Century Amendment gives each state the constitutional authority to establish and enforce its own alcohol laws while respecting responsible alcohol oversight and delivery.

In April, President Biden signed the Postal Service Reform Act of 2022 into law. Through the act, NBWA understood distributor concerns and proactively engaged with policymakers on behalf of the NBWA. NBWA analyzed its best role in the litigation effort and determined that an effective solution would need to ensure that the interests 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 mail and filed comments during the public comment period at OSHA. The plan was taken off the table and was excluded from the final legislation.

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

Additionally, since the enactment of the 2018 Farm Bill, NBWA has been advocating for an expansion of the marketplace in the legislation about the legality of products containing cannabis and 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 Cambria Administration and Opportunity Act— which seeks to legalize marijuana at the federal level, establish stronger state diversity and regulatory regimes, and provide greater clarity to stakeholders on federal oversight of the marijuana and CBD marketplace.

CBD AND MARIJUANA POLICY

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

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 legislation in April as part of NBWA’s Legislative Conference; many distributors met with industry and public health partners to continue to educate members of Congress about the important role of the TTB in protecting the American public.

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.

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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.

NBWA CONTINUES TO ADVANCE WOMEN IN THE BEER 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!
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.

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

INAUGURAL CONFERENCE!

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 8, 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 (NLEA), 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 distributor’s 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 attorney general to continue to keep the critical legal framework in place which supports the important regulatory significance of the independent three-tier distribution system.
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 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.

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 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 biggest challenges. We’re very proud to spotlight this award-winning effort to combat human trafficking throughout the United States.”

NBWA started the Distributors Against Human Trafficking initiative in 2020 in response to the challenges many distributors are facing recruiting during the nationwide labor shortage. NBWA is proud to support beer distributors – they need to be more proactive to find the right employees.

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

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

“Thank you for creating a video, it was very helpful.”

In July 2022, NBWA President and CEO Craig Purser participated in the panel “No Room for Trafficking” held by American Hotel & Lodging Association (AH&LA) 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, innovations and partnerships to combat human trafficking.

During NBWA’s 9th Annual Next Generation Success in Leadership Conference, the Distributors Against Human Trafficking advisory committee members Rodney Barnes, CEO 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:

- Spread the Word, Local Media: This is your opportunity to help your community know about the serious issue and why you can play a role to try and stop it. Reach out to local media, lawn signs, or NBWA can send you a press release template.

- Take the Initiative Beyond Create Partnerships: NBWA is looking for attorneys general or nonprofits who will work together to make a difference. NBWA and take beer distributors 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.

- Have all of your employees trained on how to recognize the signs of human trafficking. NBWA has 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 you’d like.

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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.

LEADING THE INDUSTRY WITH QUALITY DATA

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:

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 and distributor business operations. This industry-wide research effort provides an actionable resource 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 evolutionary growth in the number of products that distributors carry, the number of retail accounts serviced by distributors and the investments distributors make to store, repurpose, 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 better distribution. The study was conducted in 2022 and numerous NBWA distributor members participated.
NBWA’S BEER FIRST INITIATIVE LAUNCHED
THE 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.

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.

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 industry, 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.

For more information, please visit [www.nbwabeerfirst.com](http://www.nbwabeerfirst.com).

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"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
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.

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- 2021 B21 Wines v. Guy

The Center has participated in numerous reports and publications including:

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GOVERNANCE UPDATE

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“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
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.

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.

Your continued support allows us to remain committed to our strong advocacy efforts.” Rebecca Maisel, 2021 NBWA PAC Chair

2021 NBWA PAC CHAIRMAN’S CIRCLE MEMBERS

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Patrick 3. Bach
Blach Distributing Corp. - North
Ann Baich
Falstaff Brewing - Wisconsin
Harold 1. Banning Jr.
Boeing Brothers Inc.
Chris Borg
Crescent Crown Distributing, LLC
Michael Bessington
Iowa Beer Beverage Co. Inc. (IEB)
Christopher A. Brown
New Hampshire Beverage Co., Inc.
Jason A. Brown
Brown Distributing Company, Inc.
Red A. Brown
Brown Distributing Company, Inc.
Scott S. Brown
Hi-5 Distributors, L.P.
David Burns
Buena Beverage Company
Kevin R. Burke
Burke Beverages Inc.
Nolan Burke
Burke Beverages Inc.
Robert 1. Burke Jr.
Eastern Shore Distributing
Ryan Burke
River City Distributing Inc.
William C. Burke
Burke Distributing Corp.
Philip A. Busch
Southern Eagle Distributing, Inc.
Michael C. Cadle
Great Basin Distributing LLC

Chris Cafliff
Cafliff Distributing Co., Inc.
Dane Carlson
Cardinal Distributing Co.
Randy Christierson
Beverage Wholesalers, Inc.
Chris Clark
Nevada Beverage Co.

2021-2022 NBWA ANNUAL REPORT

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<table>
<thead>
<tr>
<th>State</th>
<th>Distributors</th>
</tr>
</thead>
</table>
| Alabama       | Adams Beverage, Inc.  
Cull Distribution Holdings, LLC  
Coastal Beverage Company, Inc.  
Coral Beverages, Inc.  
GA Distributors, Inc.  
Hendry Beverage Company |
| Arizona       | Cresent Crown Distributing, LLC  
Finley Distributing Inc.  
Hedinger Beverage Distributing Co., Inc.  
Koerner Distributor, Inc.  
Euclid Beverage LLC  
Chicago Beverage Systems, LLC  
Kroger Distributing Co.  
Kroger, Inc.  
Kroger, Inc. - South  
Kroger Wholesale Distribution  |
| California    | Allied Beverages  
Crest Beverage, LLC  
Coasters Brands San Jose  
Harrington Distributing, LLC  
Hendrix Distributing LLC  
California Beer & Wine  
Net Worth Distributing Co.  
West Valley Beverage  
Hayden Beverage Co.  
Daytime Distributors, LLC  |
| Colorado      | High Country Beverage Corp.  
Keg-1 Colorado, LLC  
Quality Brands of the Rockies  
Fahr Beverage Inc.  
Doll Distributing LLC  
7G Distributing, LLC  |
| Connecticut   | F & F Distributors Inc.  
D & D Beverage LLC  |
| Delaware      | Maletis Beverage  
Columbia Distributing  
Crown Distributing  
Superior Beverage Group Ltd.  
Matesich Distributing Co.  
Heidelberg Distributing Co.  
Beverage Wholesalers, Inc.  
Bergseth Bros. Co., Inc.  |
| District of Columbia | Norstar Distributors Inc.  
Distribution Services of San Angelo  
Standard Sales Co., LP dba A-B  
Silver Eagle Distributors Houston, LLC  
Reed Beverage Company  
Keck Beverage Company  
Westside Distributors  
United Beverage of North Carolina, LLC  |
| Florida       | Brown Distributing Company, Inc.  
Cold Coast Beverage, LLC  
Costa Blanca Distributing  
38  
| Georgia       | Powys Bros. Inc.  
Five Star Distributing  
Beverage Wholesalers of Georgia, Inc.  
Woodward Distributing  
Beverage Wholesalers of Georgia, Inc.  
Woodward Distributing  |
| Hawaii        | New Hampshire Distributors Inc.  
Goodman Distributing Company  
Gordon Brothers Distributing  
Malcolm Brands  
Malcolm Brands  |
| Illinois      | Burke Beverage Inc.  
Chicago Beverage Systems, LLC  
Eagle Distributing LLC  
Kroger Distributing Co.  
Kroger, Inc.  
Kroger, Inc. - South  
Kroger Wholesale Distribution  |
| Indiana       | Five Star Distributing  
Hendrix Beverage Distributing Co., Inc.  
Indiana Beverage  
Monarch Distributing  
Iowa Beverage Company  
Lake Shore Distributors, Inc.  |
| Iowa          | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Kansas        | Cresent Crown Distributing LLC  
Magnolia Marketing Inc.  
Maine State Beverage Co.  |
| Kentucky      | Fehr Distributors  
Fehr Distributors  
Keg-1 Colorado, LLC  
Henderson Distributing Co.  
Russell Distributing Co.  
Reed Distributing Co.  |
| Louisiana     | Metairie Distributing Co.  
New Orleans Distributing Co.  
The New Orleans Distributing Co.  
Standard Sales Co., LP dba A-B  |
| Maine         | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Maryland      | Burke Distributing Corp.  
Keg-1 Colorado, LLC  
Henderson Distributing Co.  
Russell Distributing Co.  
Reed Distributing Co.  |
| Massachusetts | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Michigan      | Alliance Beverage Distributing  
Atlas Sales, Inc.  
Fabiano Brothers Inc.  
Premier Distributors Of Maryland  
West Side Beer Distributing  |
| Minnesota     | Beverage Districts, Inc.  
D & B Beverage LLC  
Dahl Distributing, LLC  
Dahl Distributing, LLC  
National Beer Wholesalers Association  |
| Mississippi   | Premium City Beverage Companies  
Craft Beer Companies, Inc.  
F & B Distributing Co., Inc.  
Standard Beverage Co., LP dba A-B  
Distributing Co.  |
| Missouri      | Missouri ABC America Beverage Company  
Montana Beverage Distributors  
Nevada Beverage Co.  
New Hampshire Distributing Co.  
Hendrix Beverage Distributing Co.  |
| Montana       | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Nebraska      | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| New Mexico    | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| New York      | Bowles Brothers Inc.  
Clearfield Beverage Co., Inc.  
Clearwater Beverage Corp.  
Monterey Beer Distributors LLC  
Union Beer Distributors LLC  
Wright Beverage Distributing  |
| New Jersey    | Lion Brothers Distributing Co., Inc.  
Lion Brothers Distributing Co., Inc.  
Lion Brothers Distributing Co., Inc.  
Lion Brothers Distributing Co., Inc.  
Lion Brothers Distributing Co., Inc.  
Lion Brothers Distributing Co., Inc.  |
| New Mexico    | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| New York      | Bowles Brothers Inc.  
Clearfield Beverage Co., Inc.  
Clearwater Beverage Corp.  
Monterey Beer Distributors LLC  
Union Beer Distributors LLC  
Wright Beverage Distributing  |
| North Carolina| Adams Beverage of North Carolina  
Craft Beer Companies, Inc.  
F & B Distributing Co., Inc.  
Standard Beverage Co., LP dba A-B  
Distributing Co.  |
| North Dakota  | Bergeron Bros. Co., Inc.  
Beverage Wholesalers, Inc.  
McKinnon, Inc.  
McQuade Distributing Co., Inc.  
Molson Coors Brewing Company  
Molson Coors Brewing Company  
Molson Coors Brewing Company  |
| Ohio          | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Oklahoma      | Capital Distributing, LLC  
Oregon Distributing Co.  
Maltese Beverage  |
| Oregon        | Columbia Distributing  
Maltese Beverage  |
| Pennsylvania  | Ace Distributing  
Borgnine Distributing  
Winston Distribution, Inc.  
Beverage Wholesalers of Georgia, Inc.  
Woodward Distributing  |
| Rhode Island  | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| South Carolina| Bills Brothers, Inc.  
Central Distributing of South Carolina  
K&W Associates, LLC  
Beverage Districts, Inc.  
Van Houtte Coffee Co.  
Van Houtte Coffee Co.  |
| South Dakota  | Burke Distributing Corp.  
Lake Shore Distributors, Inc.  
Ball Beverage Company  
Crest Beverages, LLC  
Midwest Beverages  
Midwest Beverages  |
| Tennessee     | Finley Distributing Co., LLC  
Fehr Distributors  
Keg-1 Colorado, LLC  
Henderson Distributing Co.  
Russell Distributing Co.  
Reed Distributing Co.  |
| Texas         | Andrews Distributing Co.  
Ben E. Keith Company  
Beverage Distributors Co. of Ferguson, LP  
Capital Venture Distributing Co.  
Del Papa Distributing Company  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  |
| Utah          | Demand Distributing Co.  
Del Papa Distributing Company  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  
Fehr Distributors  |
| Virginia      | Capezio Distributing  
Crest Beverage Co.  
Golden Brands San Joaquin  
Gate City Beverage  
Crest Beverage, LLC  
Allied Beverages  |
| West Virginia | United Beverages of North Carolina, LLC  
Coastal Beverage Company  
Long Beverage Inc.  
United Beverages of North Carolina, LLC  |
| Wisconsin     | Beechwood Sales & Service  
Beer Capitol Distributing LLC  
Dean Distributing  
Fabiobros Brothers - Wisconsin  
Frank Beverage Company  
Lam’s Distributing Co.  
Iowa Distributors, LLC  
Mobile Distributing Company  
North Carolina Distributing Company  
Piedmont Distributing Co.  
Midwest Beverage Distributing Co.  
Sunbelt Beverage Co.  
Beverage Wholesalers of Georgia, Inc.  
Woodward Distributing  |
| Washington    | Columbia Distributing  
Craig Stover Beverage (CSB)  
Olympic Eagle Distributing  
Wright Beverage Distributing  |
| West Virginia | Northern Eagle Inc.  
Sprigg Distributing Co., LLC  |
| Wisconsin     | Beechwood Sales & Service  
Beer Capitol Distributing LLC  
Dean Distributing  
Fabiobros Brothers - Wisconsin  
Frank Beverage Company  
Lam’s Distributing Co.  |
| Wisconsin     | Beechwood Sales & Service  
Beer Capitol Distributing LLC  
Dean Distributing  
Fabiobros Brothers - Wisconsin  
Frank Beverage Company  
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