

News Release

Brett Robinson, President
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OKLAHOMA CITY, OK, July 8, 2015 – The president of the Beer Distributors of Oklahoma (BDO) issued the following statement today:

Brett Robinson said, “While the Beer Distributors of Oklahoma (BDO) regrets Anheuser-Busch’s withdrawal from our association, this move comes as no surprise, and it is unfortunate Anheuser-Busch will not continue to support Oklahoma independent beer distributors as they have since 1938.

With the recent losses of the Monster and Constellation brands, the two Anheuser-Busch owned distributorships in Oklahoma City and Tulsa have been losing market share and struggling to execute in the marketplace while at the same time trying to control costs through reductions in Oklahoma jobs.

Since Anheuser-Busch’s acquisition of the Oklahoma City distributorship from the Cresap family three years ago, Anheuser-Busch Oklahoma City has had four different branch managers. Denny Cresap, his son John, and their great team worked hard and executed soundly to build upon what other local families had built for Anheuser-Busch over the years, only to see it decline under a foreign ownership group comprised primarily of interests from Belgium and Brazil. Since that same time, Anheuser-Busch’s new ownership has embarked on a new marketing strategy that includes selling beer against their own independent distributors in those independent distributors’ territories.

The BDO is committed to providing all Oklahomans with their choice of beer, strong or low point, through an open and independent distribution system. Ultimately, the voters of Oklahoma will decide what modernization means, and if that means whether Anheuser-Busch can continue to own distributorships in the state.

The BDO has worked well with Oklahoma craft brewers in the market and on legislation over the years, including legislation Anheuser-Busch opposed this last session. The BDO and its independent distributors, including independent Anheuser-Busch distributors, will continue to work with all stakeholders, including our suppliers, large and small, to strengthen beer laws and bring real reform to Oklahoma's beer industry.”

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Founded in 1938, the purpose of the Beer Distributors of Oklahoma is to provide leadership which enhances the independent beer wholesale business; to advocate before government and the public on behalf of its members; to encourage the responsible consumption of beer and to provide programs and services that will enhance members' efficiency and effectiveness.