

America's Beer Distributors:

Promoting
Responsibility in
Our Communities



Making a difference
where you live . . .



Beer distributors are leaders in their communities and care deeply about promoting the responsible and legal consumption of malt beverage products. Working with their brewer and retailer partners, the 92,000 American men and women of the beer distribution industry play a critical role in the effort to eliminate drunk driving, alcohol abuse and the underage purchase and consumption of alcohol.

Alcohol is not like other consumer goods and can have consequences if abused by adults or consumed illegally by those underage. That is why beer distributors take steps to ensure the safe and legal sale of malt beverage products and fight efforts to weaken regulations that exist to provide a safe and orderly marketplace.

Beer distributors are licensed at both the state and federal level. They operate within a system controlled by the states which is responsible for regulating alcohol beverage distribution and administering prevention and treatment activities in communities. This state-based system of alcohol regulation provides a transparent and accountable chain of custody in the sale of beer, making it easier to enforce state laws and local ordinances. The system also regulates retail sales, ensuring that retailers hold the appropriate licenses and do not sell to those under the legal drinking age.

Within the regulatory framework, beer distributors provide not only choice and value in their products but also participate in a wide variety of programs that promote responsible consumption. Programs range from providing free taxi rides home for bar or restaurant patrons to sponsoring alcohol-free after-prom events and producing educational materials to help parents talk to their children about underage drinking. Distributors also promote alcohol education initiatives, such as inviting guest speakers to schools and community centers to share their personal experiences involving alcohol.

Just as alcohol regulations vary from state to state, so do distributor-sponsored responsibility programs. All of the programs, however, share a common goal: to promote safety in the communities where our families live, work and play.

Preventing Drunk Driving

Because alcohol beverages are available at many social events, beer distributors actively promote responsible consumption and the use of designated drivers. Beer distributors also sponsor alternative transportation programs to help ensure that no one who has had too much to drink gets behind the wheel of a vehicle.



Hensley of Phoenix, Arizona, has implemented two programs that encourage the use of a designated driver or alternative transportation. The Designated Driver, "Desi," is a one-of-a-kind transportation service that provides safe rides for drivers and their vehicles to any location for a flat fee. Hensley also does its part to keep drivers safe with "Do the Ride Thing," which offers reduced cab fares and a free ride back to the patron's car the next day.

S & S Distributing of Sparta, Wisconsin, has teamed up with local tavern leagues to sponsor a year-round "Safe Ride" program which provides free cab rides for citizens who feel they cannot or should not be driving. To receive a safe ride home free of charge, patrons can simply ask for a voucher at participating taverns.



Clare Rose, Inc. of Melville, New York, is educating high school students about the realities of drunk driving. When the "Save a Life Tour" visits their school, juniors and seniors in New York have the opportunity to experience the effects of driving while intoxicated when they get behind the wheel of a drunk driving simulator. Hundreds of students who have experienced the dangers of drunk driving while in the safety of the simulator have said they will never get behind the wheel of a car after consuming alcohol.

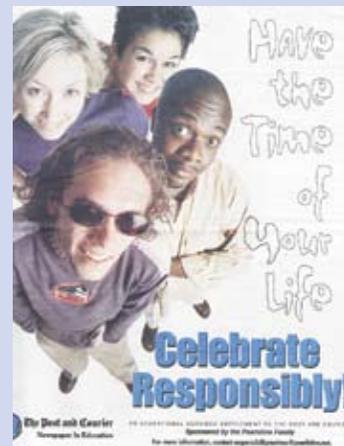
Fighting Underage Drinking

Growing up has never been easy, and teens often face tough decisions. Beer distributors work hard to educate families, students, teachers and school administrators about the consequences of illegal alcohol consumption.

Hearing first-hand stories about the consequences of alcohol abuse can have a profound effect on students as they are confronted with making the right choices.



Pearlstone Distributors of Charleston, South Carolina, promotes responsibility through its sponsorship of the “Newspapers in Education” program. The local paper, the *Charleston Post and Courier*, includes flyer inserts that emphasize the importance of making responsible decisions.



Tyler Sales Company of Muskegon, Michigan, is working to prevent underage drinking in its community. Tyler distributes *Driver's License Guides* to over 500 area establishments and local law enforcement. These guides help retailers identify proper identification and ensure that only those of legal drinking age purchase alcohol.

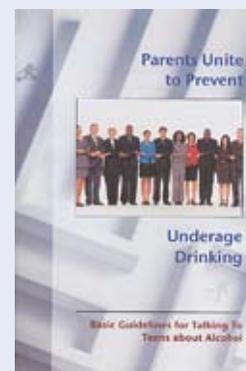
Tyler Sales Company also hosts monthly “Techniques in Alcohol Management” (TAM) sessions to educate servers about identifying underage clientele and how to handle patrons who have had too much to drink.



County Distributing Company of Sedalia, Missouri, teamed up with the athletic department at the University of Central Missouri to sponsor an event featuring motivational speaker Bob Anastas. Anastas is the founder and former executive director of

Students Against Drunk Driving (SADD), now known as Students Against Destructive Decisions. Anastas shared the difficult story of losing a friend – a star athlete on his hockey team – in a drunk driving accident. Just when the students thought his horrific story was over, Anastas told them that a short time later a second teammate was killed, also in a drunk driving accident. No doubt his story will resonate in the minds of dozens of students for years to come.

Members of the Michigan Beer and Wine Wholesalers Association (MBWWA) distribute brochures throughout the state aimed at helping parents talk to their



children about the dangers of underage drinking. The brochure, *Parents Unite to Prevent Underage Drinking*, is distributed to schools, parent

groups, civic organizations and law enforcement officials. More than 275,000 copies have been distributed throughout Michigan.



“Happy Hour, Comedy with a Twist” is a program sponsored by Mesa Distributing Co., Inc., in San Diego, California. More than 400 student-athletes at San Diego State University enjoyed a special happy hour event featuring inspirational speaker Bernie McGrenahan, who addressed the responsible consumption of alcohol products.



NBWA Initiatives

As the national trade association for America's beer distributors, NBWA works hard to provide tools and resources to help its members promote the responsible consumption of their products.

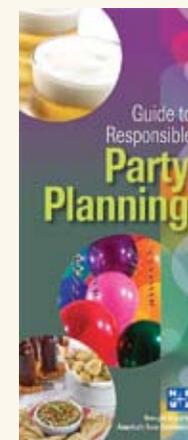


STOP Act

On December 20, 2006, President George W. Bush signed into law the "Sober Truth on Preventing Underage Drinking Act" (STOP Act). Successful passage of the bill was achieved through the collaborative efforts of the bill's congressional sponsors, NBWA and its industry partners.

The law establishes a federal coordinating committee to prevent underage drinking and authorizes a national media campaign, new grant programs and research to combat underage drinking. The STOP law also acknowledges the important role state-based regulation of alcohol beverages plays in keeping alcohol out of the hands of youth. The STOP law will significantly bolster efforts to educate our nation's youth and parents about the dangers of underage drinking.

Guide to Responsible Party Planning



Because everyone enjoys a good party, NBWA distributes its *Guide to Responsible Party Planning* which educates consumers about how to host a party that includes alcohol beverages as an option. Tips provided in the

brochure include: designating a driver, compiling a list of taxi company phone numbers, hiring a trained bartender, serving plenty of food and providing alternative beverages. This resource encourages hosts to plan ahead to ensure a fun and safe celebration for all their guests.

NBWA Marketing and Communications Code

Beer distributors follow the "NBWA Marketing and Communications Code" to ensure their messages promote responsibility and target an adult audience. The code serves as a road map for NBWA members engaging in any public service programs.



Public Service Announcements

NBWA's successful public service announcement (PSA) program continues to grow, reaching millions of adolescents and adults nationwide with positive responsibility messages. NBWA makes print, audio and video PSAs available for beer distributors to supply to their local newspapers, radio stations and television stations to remind citizens in their communities about the consequences of excessive drinking and illegal consumption of alcohol. The PSAs target multiple issues, such as promoting responsible consumption, eliminating drunk driving and designating a driver. These messages reach millions of viewers, listeners and readers and they feature entertainment figures, sport celebrities and elected officials such as:

- University of South Carolina Football Coach Steve Spurrier
- Grammy Award-winning group Hootie and the Blowfish
- University of Arizona Basketball Coach Lute Olson
- Pennsylvania Governor Edward Rendell
- South Dakota Governor Mike Rounds
- U.S. Representative John Sullivan (OK-1)
- NASCAR Driver Sterling Marlin

Beer distributors also utilize NBWA's "Responsibility Never Takes a Holiday" audio PSA, which features a variety of messages promoting responsible and moderate consumption with various holidays and events such as:

- Super Bowl
- Valentine's Day
- St. Patrick's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving

"Responsibility Never Takes a Holiday" is also available in Spanish.

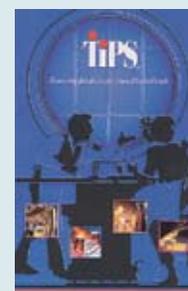


Working with Retailer Partners to Promote Responsibility

The retail establishments that beer distributors serve are on the front lines in the fight against underage purchase and consumption of alcohol. Beer distributors do not sell to retailers with suspended licenses. Distributors support face-to-face transactions and oppose the sale of alcohol products outside the established state-based regulatory structure.

Beer distributors provide retailers with "WE I.D." materials to help them send a strong message that alcohol will be sold only to people who provide valid proof that they are of legal drinking age. Materials include signs, posters or stickers and are often the first visual seen on cooler doors and at cash registers when consumers purchase licensed beverages. Distributors also sponsor programs to teach retail employees to recognize falsified identification cards.

Bartenders, servers and concession-stand operators have the responsibility of making sure patrons of legal drinking age are consuming licensed beverages responsibly. Beer distributors assist retail establishments by helping to educate those serving licensed beverages on the best way to ensure their products are enjoyed responsibly by adults. Many beer distributors have "Training For Intervention Procedures" (TIPS) instructors on staff and host training seminars at distributorships to ensure alcohol products do not fall into the wrong hands.



Wright Distributing Company of Bastrop, Texas, invited a professional TIPS trainer to Texas State University-San Marcos to teach program participants how to detect and prevent over consumption and how to intervene in situations where peers have consumed too much to drink. Students learned techniques to slow or stop someone from drinking in order to prevent a drinker from harming themselves or others.

For more information about these programs and other beer distributor efforts to promote responsibility, please contact the National Beer Wholesalers Association at 800-300-6417 or visit our Web site, www.nbwa.org.



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