



## WHO WE ARE

The Wholesale Beer and Wine Association of Ohio represents Ohio beer and wine distributors – independent, family-owned businesses dedicated to upholding Ohio’s alcohol laws and regulations, promoting competition and providing consumers with selection, service and value.

Anheuser –Busch Sales of Canton, Canton

Beerco, Fostoria

Beverage Distributors, Cleveland

Bobby Fisher Distributing, Springfield

Bonbright Distributors, Dayton

Brown Distributing Co., Newark

Buckeye Distributing Inc., Columbus

C&G Distributing Co., Lima/Versailles

Choice Brands of Ohio, Mingo Junction

City Beverage Co., Defiance

Classic Brands, Albany/Chillicothe

Clermont Distributing, Batavia

Columbus Distributing Co., Columbus

Cutting Edge Selections, Fairfax

Delmar Distributing, Waldo

Dickerson Distributing Co., Monroe

Eagle Beverage Co., Springfield

Glazer’s Distributors of Ohio, Columbus

Goodman Beverage Co., Lorain

H. Dennert Distributing, Cincinnati

The Hammer Co., Streetsboro

Heidelberg Distributing Co., Cincinnati/Columbus/Dayton/Independence/Perrysburg

Heritage Beverage Co., Mentor

Hill Distributing Co., Columbus

Hoberg Distributing Co., Batavia

House of LaRose, Brecksville

Iron City Distributing, Mingo Junction

Kerr Beverage Co., Lorain

Kerr Distributing Co., Athens

Kerr Wholesale Co., Chillicothe

Klepper’s of Lima, Lima

Klepper’s of Tiffin, Tiffin

Mansfield Distributing Co., Mansfield

Maple City Ice Co., Norwalk

Matesich Distributing Co., Newark

Mercer Beverage Co., St. Henry

Metropolitan Distributing Co., Toledo

Mid-Ohio Wines, Inc., Norwalk

Miller Brands of Southeast Ohio, Glouster

Muxie Distributing Co., Bellaire

NWO Beverage Inc., Defiance/Findlay

Ohio Valley Wine & Beer Co., Evendale

Ohio Wine Imports Co., Youngstown

R.L. Lipton Distributing, Ashtabula/Cleveland/Youngstown

Spriggs Distributing Co., Ironton

Superior Beverage Group, Columbus/Youngstown

Tramonte Distributing Co., Akron

Treu House of Munch, Northwood

Tri County Wholesale Distributor, Youngstown

Vanguard Wines, Columbus

Vintage Wine Distributor, Solon/Columbus

Vintner Select, Mason

W. Berman & Co., Perrysburg

Wine Trends, Streetsboro

Wineworks Ohio, Solon

## OHIO’S INDEPENDENT, FAMILY-OWNED BEER AND WINE DISTRIBUTORS

- Promoting healthy competition and a vital retail industry
- Supporting safe, responsible alcohol consumption
- Providing good jobs for thousands of Ohioans
- Supporting our communities



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## BEER AND WINE DISTRIBUTION:



A BALANCED, TIME-TESTED SYSTEM THAT WORKS FOR ALL OHIOANS



Understanding Ohio’s 3-tier System of Alcohol Sales



## OHIO: A HISTORY OF RESPONSIBLE REGULATION

The 21st Amendment to the U.S. Constitution granted to each of the states the authority to regulate the sale of alcoholic beverages. For more than 75 years, the state of Ohio has worked successfully with a system for distributing beer and wine that's good for taxpayers, for consumers and for businesses large and small.

Ohio's system defines specific roles for each of 3 tiers: suppliers, wholesalers and retailers. It works because it:

- Helps achieve the state's long-standing policy goal of carefully regulating the distribution of alcoholic beverages;
- Maintains the independence of distributors, helping to prevent undue influence by powerful interests in either the supplier or retail tier;
- Ensures the state collects alcohol taxes efficiently;
- Guarantees that consumers have access to a wide selection of beer and wine at reasonable prices;
- Supports a thriving retail industry.

Ohio's beer and wine market is competitive, efficient and extremely responsive to customer needs and local concerns. Through this system, thousands of small brewers and vintners are able to offer their unique products to Ohio consumers.



## RESPONSIBILITY, SERVICE AND SELECTION

Serving as the middle tier in Ohio's 3-tier system, independent beer and wine wholesalers play a vital role in allowing the state of Ohio to successfully balance the needs of consumers with responsible control of alcohol. The state's wholesale distributors act as the link between hundreds of beer and wine suppliers, and the more than 23,000 retail locations that sell beer and wine to Ohio consumers.

Ohio's beer and wine distributors ensure service and selection for consumers, while at the same time promoting the legal and safe consumption of alcoholic beverages.

Distributors support Ohio's territory system, which requires beer and wine brands to be assigned to specific geographic territories. The territory system allows distributors to efficiently conduct sales and marketing activities, guarantee the quality and freshness of products and provide high-level service and prompt delivery to all retailers, ensuring that consumers have the widest choice of brands at the largest possible number of retail locations.



## SUPPORTING THE STATE AND LOCAL ECONOMY

Ohio's beer and wine distribution industry makes a significant contribution to the state's economy, and to local economies in every corner of Ohio. More than 4,500 Ohioans are directly employed by beer and wine distributors, and a 2008 study showed distributors paid more than \$200 million in wages; collected more than \$54 million in excise taxes for the state; and paid more than \$75 million in business and payroll taxes.

And by assuring that retailers get the service and selection their customers demand, distributors support an additional 26,000 jobs in affiliated industries, generating nearly \$800 million in wages and \$23 billion in economic activity



## PROTECTING OHIO'S SMALL BUSINESSES

Most beer and wine retailers are small, family-owned independent businesses. By providing every retailer – regardless of size – with broad selection and high-quality service, distributors help protect this vibrant retail industry and ensure consumers that no matter where they shop, they will find service, selection and value.

Through the Wholesale Beer and Wine Association of Ohio, distributors support their retail partners in the Coalition for Choice and Competition, which works with lawmakers to protect the interests of Ohio retailers, and through Premium Beer and Wine Specialists, a collection of nearly 200 small, independent retailers dedicated to providing customers with the highest standards of service, selection and value.

Distributors also help enforce Ohio's cash law, which requires all retailers to pay cash on delivery for alcoholic beverages. This prevents large retailers from using credit and their buying power to gain an advantage over smaller retailers, and protects consumers by allowing any business with the proper license and adequate cash flow to purchase approved products from a local distributor.



## PROMOTING RESPONSIBLE ALCOHOL CONSUMPTION

Ohio's beer and wine distributors have a long history of support for efforts to combat drunk driving and curb underage drinking.

Members of the Wholesale Beer and Wine Association of Ohio (WBWAO) founded Ohioans for Responsible Drinking in 1999. Partnering with the Ohio Department of Public Safety, the Ohio State Highway Patrol and private industry, Ohioans for Responsible Drinking has sponsored a statewide Designated Driver Awareness Program, helps retailers fight underage drinking through educational programs that help them effectively check IDs, and works with colleges and universities to promote legal and responsible drinking by young adults.

The WBWAO is a founding supporter of the Coalition for a Safe and Responsible Ohio, a partnership of public and private health and safety organizations promoting safe and responsible alcohol sales to protect Ohio's communities and our young citizens.



## SUPPORTING OUR COMMUNITIES

Ohio's beer and wine distributors and their employees are active supporters of local schools and colleges, health and social agencies, civic and service organizations, churches and the arts. Each year, distributors contribute hundreds of thousands of dollars to worthwhile local causes, and their employees provide countless hours of volunteer service to the communities they serve.

