

Beer Distribution in Oregon

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OBWDA is a statewide association of alcohol beverage distributors advocating on state regulatory and legal issues impacting distributors and the beverage alcohol industry.



OBWDA's Mission

- ► Sharing the Economic Impact of the Oregon Beer & Wine Industry
- Supporting Oregon businesses through Trade Practice and Fair Marketplace Laws
- Advocating for Socially Responsible Alcohol Consumption
- Promoting the health and safety of Oregonians through the Three-Tier System of Alcohol Distribution

OBWDA Members





















Gardner Enterprises

Echanis Distributing Co.

Outline of Today's Presentation

- ► What is a Beer Distributor?
- ► Economic Impact of Beer Distribution in Oregon
- ► Three-Tier System of Alcohol Distribution
- ► Benefits of a Healthy and Robust Alcohol Marketplace
- ► The Oregon Legislature and the Role of Advocacy
- Questions









Grower to Brewer to Distributor to Retailer to Consumer







Distributors' Infrastructure

- ► State-of-the-art warehouses
- ▶ Fleets of temperature-controlled trucks to preserve perishable products
- ▶ Warehousing, Transporting, Delivering
- ► Sales Team & Merchandising Professionals to Promote Each Label of Beer

Economic Impact



OREGON BEER DISTRIBUTORS EMPLOY OVER 2,717

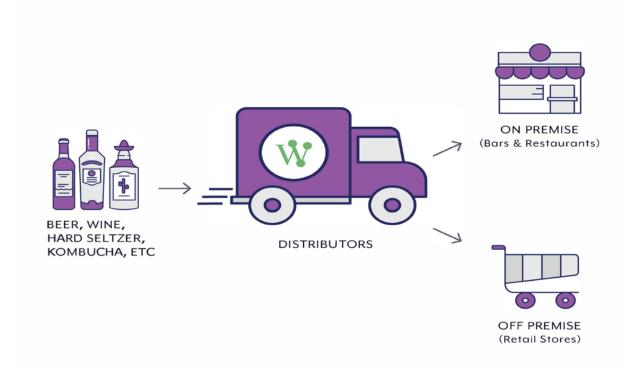


WE GENERATE OVER \$200 MILLION IN WAGES AND SALARIES



\$1 BILLION IN TOTAL ECONOMIC IMPACT

Three-Tier System



Benefits of the Three-Tier System

Balancing Access and Control

Preventing Marketplace Domination, While Promoting

- Consumer Choice
- Variety
- Safety

How the Three-Tier System Works

Marketplace Access

Oregon law includes a variety of tools that allow alcohol producers, distributors, and retailers of all sizes to gain access to the marketplace so that we don't look like the soup aisle.







Role of the Oregon Legislature in Beer Policy



Oregon Legislative Process



Relationships are the Key to Successful Advocacy

Snapshot of Oregon Legislative Issues

Beer Taxes

Alcohol Home Delivery



Questions

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