



OREGON BEER & WINE
DISTRIBUTORS ASSOCIATION

— EST. 1975 —

Beer Distribution in Oregon

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Romain Freese, LLC

ROMAIN  FREESE
— LAWYERS & LOBBYISTS —



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



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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.



Benefits of a Robust Marketplace

- ▶ Access for players of all sizes
- ▶ Consumer Choice
- ▶ Product Variety





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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