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 employees.

We generate over $200 million in wages and salaries.

$1 billion in total economic impact.
Three-Tier System

BEER, WINE, HARD Seltzer, Kombucha, ETC

DISTRIBUTORS

ON PREMISE
(Bars & Restaurants)

OFF PREMISE
(Retail Stores)
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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