

Definition of Commercial Value

Distributors provide for efficient access to market for all brands of beer to all licensed retailers.

Local distributors provide an efficient and effective distribution on behalf of varied supplier partners to ALL licensed retailers. Distributors invest significantly in the local marketing and sales of beer brands that enable the widest range of product availability and choice for consumers.

Means of Providing Value

1. **Distributors build brands.** Distributors BUILD BRANDS through store level merchandising, sampling initiatives and local event sponsorships. These functions serve to educate retailers and consumers about new product categories, beer styles and ways to best enjoy beer and enhance profitability, e.g. glassware, food and beer pairings, optimal tasting techniques, proper pouring, etc.
2. **Distributors provide access to market for all suppliers.** Distributors provide a path to market for all brewers and importers that enables them to offer their portfolios to all licensed retail accounts, while incubating small craft brewers and importers that do not have the resources to go to market independently.
3. **Distributors insure product availability for retailers and consumers.** Distributors provide services that insure reliable and predictable product availability to all retailers and consumers. These services include delivery frequency, warehousing, inventory management, space management programs and category management advice.
4. **Distributors maximize product choice for consumers.** Distributors sell a wide variety of products that provide consumers with a range of choices that is unmatched anywhere in the world.
5. **Distributors safeguard product quality and integrity.** Distributors provide quality control services that balance the cost management priorities of retailers with the need to insure that products purchased by consumers conform to the highest standards for safety and quality.
6. **Distributors advocate and educate to foster a responsible beer industry.** Distributors actively engage retailers and consumers to provide educational resources that help maintain a balance between safe, responsible consumption and an appropriately regulated business environment that promotes choice and profitability.