

American Family-Owned Wholesalers

Have established a very efficient and effective central location for excise taxes to be collected and remitted

Ensure only genuine and safe products make it to licensed retailers

Foster competition in the market, and ensure unfair practices aren't disrupting the market

Promote responsible access to a socially sensitive product - from teens to adults and even non-consumers

Bring products to market, and help to build brands that resonate with local consumers by working with on- and off-premise retailers

The Value of Wholesalers

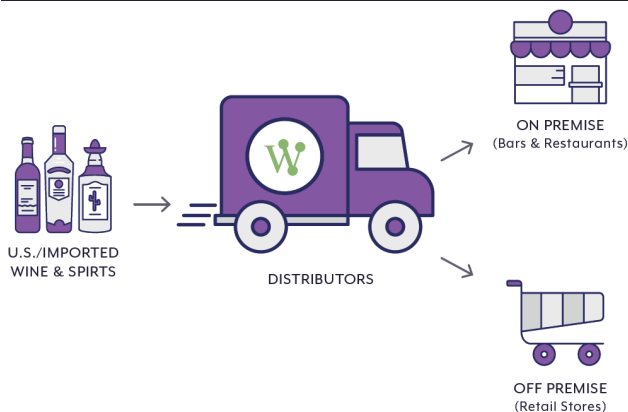
88,000
AMERICAN JOBS

\$57 billion
IN TAX REVENUE

\$7.5 billion
IN WAGES

THREE-TIER SYSTEM

- ✓ Provides legitimate, unadulterated product to consumers
- ✓ Keeps the marketplace fair, orderly, and well-managed
- ✓ Focuses on sales only to consumers of legal age



Challenges to Direct to Consumer (DTC) Shipping

DTC shipping offers an avenue for unlicensed, unscrupulous actors to dodge state laws at the expense of public health and safety programs that rely on excise taxes collected by wholesalers

Often results in tens of millions of lost tax revenue for states that will have to be found elsewhere at the expense of public services at the state and local level

Regulators and public safety officials often lack the tools to accurately identify participants in the illegal alcohol market, placing consumers at risk and compromising effective measures established that mitigate underage access