



WHY THIS MATTERS:

1. **Protects the consumer.** Distributors uphold product quality. This includes rotating and monitoring the freshest selection, managing recalls and ensuring all parties are licensed to make and sell alcohol.
2. **Diversifies product selection.** Lots of choices are offered to retailers efficiently and cost-effectively because of the wholesale infrastructure. This results in better selection for the retailer and greater choice for the consumer.
3. **Invests locally.** Local distributors are familiar with local market needs. They also employ local talent and provide 2200 jobs in Kentucky.
4. **Builds Local & craft brands.** Wholesalers/distributors are able to monitor and prevent product monopolies because suppliers cannot sell directly. They also help connect small brands with a wider marketplace than they could likely reach on their own, helping small brands expand through merchandising, product promotion and event sponsorships.

WHAT ELSE DO DISTRIBUTORS DO?



1. **COMMUNITY INVOLVEMENT.** The wholesalers and distributors in Kentucky are involved with their communities. We spend our time, talent, novelty items for raffles and our dollars.



2. **ON PREMISE MARKETING.** Marketing materials that are geared to the on-premise retail accounts, such as restaurants, taverns & bars, sporting events. We help accounts with what is trending in the market so they can make choices for their consumers to consume.
3. **MALT BEVERAGE EDUCATION CORPORATION.** MBEC was started in 1998 to educate Kentucky's youth about alcohol. Project Prom and Project Graduation give these students funds to create an event that is safe and free from alcohol.