

## Upcoming Events



### Annual Convention & Product Showcase

Mark your calendars for NBWA's 85th Annual Convention & Product Showcase on October 9 - 12, 2022 in Chicago! Reserve your trade show booth or submit a seminar proposal today. And stay tuned for more details once attendee registration opens.

[VIEW CONVENTION DETAILS](#)

View Additional Events



## Our Priorities

NBWA educates local and federal officials and regulators on the value of state-based alcohol regulations, as well as the economic and regulatory issues that impact America's beer distributors, who are local family-owned businesses that service every state and congressional district throughout the United States.

### Policy Issues

The Importance of the Three-Tier System →

Workforces and CDL Relief →

Differentiating Between Alcohol Beverage Products →

State Authority to Regulate Alcohol →

Responsible Alcohol Consumption →

CBD and Marijuana →

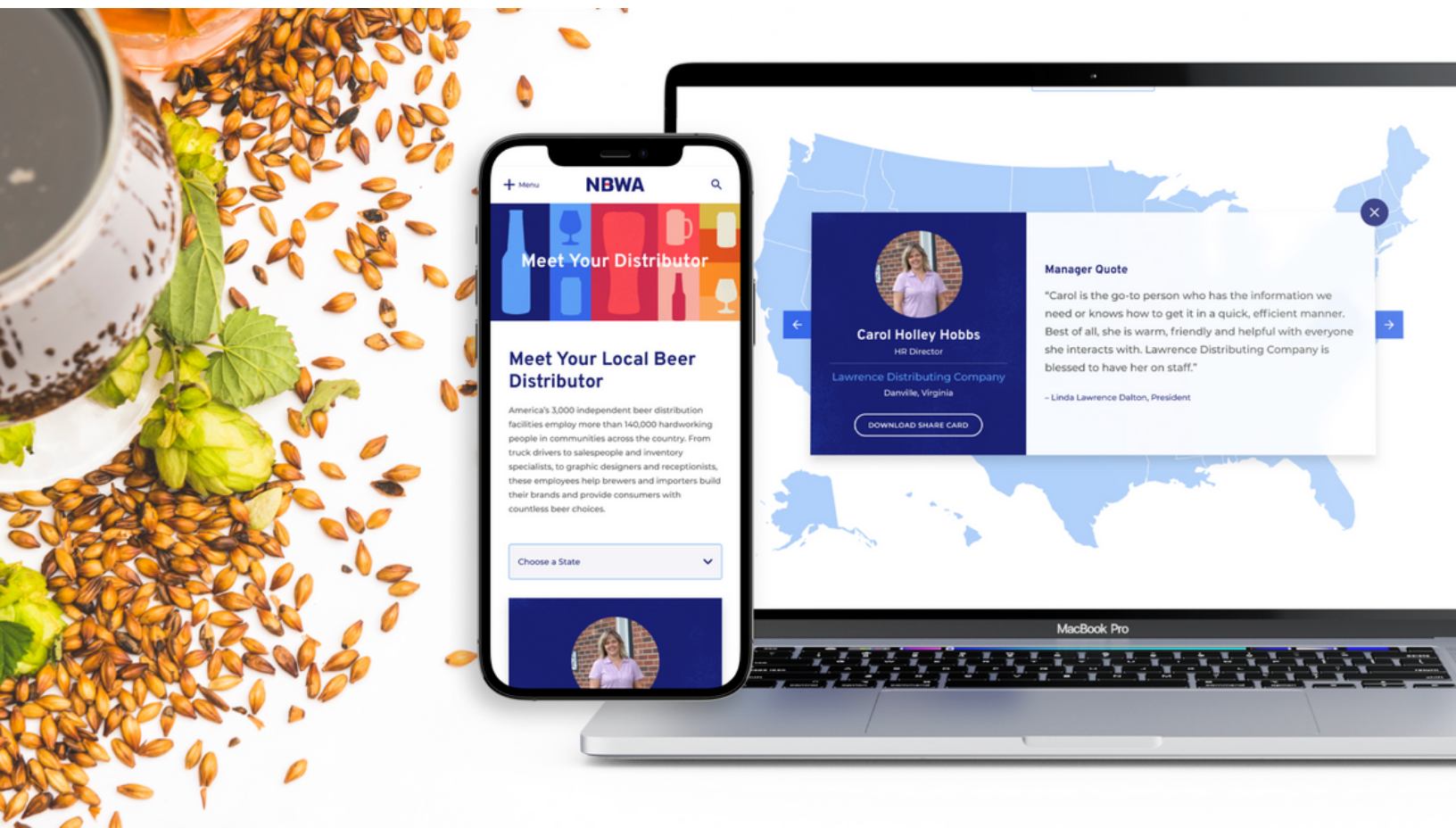
Federal Taxes →

Alcohol and Tobacco Tax and Trade Bureau (TTB) →

Multimember Pension Plans →

Franchise Laws →

### Initiatives & Programs



**NBWA**  
AMERICA'S BEER & BEVERAGE DISTRIBUTORS

**NBWA**

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*"Now more than ever, we have a duty to engage in the deomcratic process responsibly, rather than fuel flames of partisan division and violence."*

**PRESIDENT & CEO, NBWA**  
**CRAIG PURSER**

NBWA.ORG/EVENTS | @FOLLOWYOURBEER

**WE PROVIDE LEADERSHIP TO ENHANCE THE INDEPENDENT BEER AND BEVERAGE DISTRIBUTION INDUSTRY**

**BEER IS THE PREFERRED BEVERAGE OF CHOICE**

According to the Gallup Poll, 38% of people do not consume alcohol. Although there have been articles about widespread shifts of legal drinkers from beer to spirits or wine, the annual Gallup survey has shown remarkable stability in consumer preferences over the past decade.

**JUST ANNOUNCED**  
**THE HILL'S TOP LOBBYISTS 2022**

Janet Doe  
Johnathon Doe  
Janelle Doe

**NBWA**  
AMERICA'S BEER & BEVERAGE DISTRIBUTORS

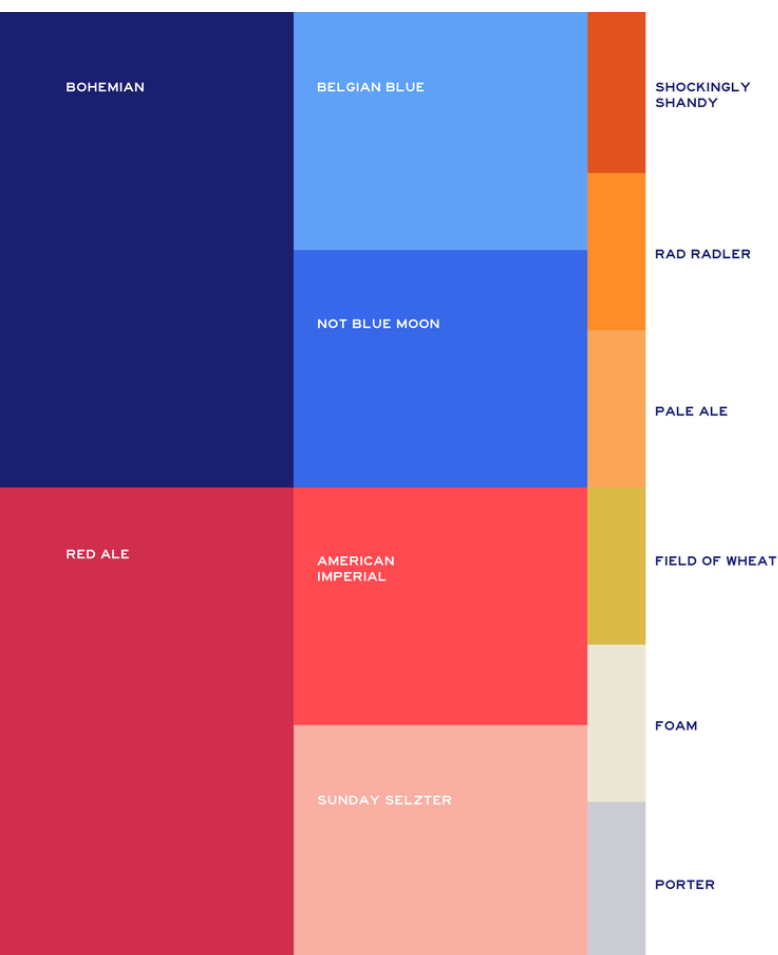
**WE ARE TIMELESS**

**WE ARE FUN**

**WE ARE FORWARD FOCUSED**

**NBWA**  
AMERICA'S BEER & BEVERAGE DISTRIBUTORS





## DISPLAY TYPEFACE: HIGHWAY GOTHIC EXPANDED

**HIGHWAY GOTHIC EXPANDED IS LIKE THE LABEL ON YOUR GO-TO BEER.**

Highway Gothic Expanded is the only approved font for road signage in the United States. It pays intentional homage to NBWA's distributors on a daily basis. Highway Gothic Expanded should be used in all instances of display, including: introductory text, titles, and large headlines. Like a rowdy night at the bar, it always appears in all caps.

## SECONDARY TYPEFACE: SIEMENS SLAB

**SIEMENS SLAB IS LIKE A CRISP SPIKED SELTZER**

Like a crisp seltzer at a summer picnic, Siemens Slab is the brand's secondary font, used for smaller moments such as subheads and data points. This slab serif font speaks to the timeless personality of NBWA, adding a classic, elevated touch when needed.

## SUPPORTING TYPEFACE: MONTERRAT

**MONTERRAT IS ON DRAFT**

Flow copy easily, just as beer flows from a tap. Montserrat has the capacity to fill large bodies of text while still being easily readable. With a geometric, slightly extended look, Montserrat perfectly complements Highway Gothic Expanded and Siemens Slab.

