

WHAT IS FRANCHISE LAW?

Beer franchise laws are vital to managing the relationship between brewers and distributors, **protecting the free market** and ensuring **consumer choice and variety**.

FRANCHISE LAWS SUPPORT:

1

Consumer Choice
Provides Choice & Variety

2

Brewer Market Access
Promotes Distributor Independence

3

Public Safeguards
*Responsible Sales &
Robust Regulation*



WHO BENEFITS FROM FRANCHISE LAWS?

Consumers benefit from laws that encourage distributors to invest in brewers, bringing new brands into the market place and generating tremendous choice and variety.

Brewers benefit and gain access to the wide range of services distributors offer, allowing them to focus on growth. Small brewers benefit most when distributors are allowed to operate independently and are encouraged to help brewers expand their reach.

Everyone benefits because franchise laws support and protect a system that ensures safe regulation, compliance with state alcohol laws, and an competitive marketplace.



FACTS ABOUT FRANCHISE LAW

- ✔ **Beer franchise laws facilitate consumer choice and variety**, encouraging distributors to bring brands big and small to market and even assist with labor and provide capital to foster brewer growth and expansion.
- ✔ **Brewers of all sizes are able to compete in the same market and access retailers statewide** thanks to franchise law protections and the three-tier system working hand-in-hand to safeguard an open and accountable marketplace.
- ✔ **Beer franchise laws ensure public safety**, allowing distributors to properly service retailers, certify products are appropriately handled, and, most importantly, guarantees that retailers receiving product are following all state alcohol laws.

FLORIDA'S THREE-TIER SYSTEM: PROTECTING CHOICE & VARIETY.

Florida Beer
WHOLESALE ASSOCIATION

Jared Ross, President

Jared@FBWA.com • (850) 224-2337