

# 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**.

## WHO BENEFITS FROM FRANCHISE LAWS?

- ✔ **Consumers benefit** thanks to laws that protect an open marketplace and encourages distributors to bring new brands to market continually, creating choice and variety.
- ✔ **Brewers benefit** by gaining access to the wide range of services offered by distributors. Smaller brewers particularly benefit from access to distributors' expansive reach.
- ✔ **The public benefits** because franchise laws support a system that ensures safe regulation, rcompliance with state alcohol laws, and an open marketplace.

## FRANCHISE LAWS SUPPORT:

1

**Consumer Choice**  
*Provides Choice & Variety*

2

**Brewer Market Access**  
*Promotes Distributor Independence*

3

**Public Safeguards**  
*Responsible Sales &  
Robust Regulation*



# FACTS ABOUT FRANCHISE LAW

- ✔ **Beer franchise laws facilitate consumer choice and variety**, encouraging distributors to invest in new brands and provide labor and capital to foster brewer growth and expansion.
- ✔ **Brewers big and small are able to compete in the same market and access retailers of any size** thanks to franchise law protections and the three-tier system working hand-in-hand to safeguard an open and accountable marketplace.
- ✔ **Beer franchise laws allow for distribution agreements to be canceled or transferred**, giving brewers control over brand distribution rights and providing protections in the event of market changes.

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

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