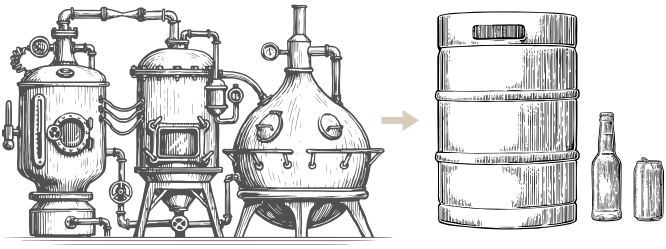
FLORIDA'S THREE TIER SYSTEM

MANUFACTURERS



Manufacturers brew and package their products.

DISTRIBUTORS

Florida's beer distributors handle the logisitcs for hundreds of brands, including sales, delivery, organizing products on shelves, draught line cleanings, marketing, curating portfolios to maximize choice and variety, and more, all while ensuring product safety and freshness.

RETAILERS

Consumers are then able to purchase their beer of choice at a local retailer, such as a convenience store, grocery store, restaurant, and more.

Florida Beer WHOLESALERS ASSOCIATION

WHY IS THE THREE TIER SYSTEM IMPORTANT?

The three tier system not only helps to prevent a singlular brewer from creating a monopoly, Florida's distributors **ensure a market with choice and variety for all consumers**.

HOW DOES THIS HELP BREWERS?

By having brewers, distributors, and retailers separated, **Florida's three tier system promotes a market where each brand or label is offered the same opportunity**. This provides a level playing field and equal access to the market for brewers big and small.

HOW IS THE MARKET KEPT COMPETITIVE?

In the competitive model, the three tiers – manufacturers (breweries), independent distributors, and independent retailers (groceries, convenience stores, pubs, restaurants etc.) – are licensed by the state, but given the freedom to meet customer demand. As a result, **we see a robust industry that is changing to meet customer demand in a competitive free-market environment**, free of the corruption and scandals that preceded Prohibition in the 1920s.

FLORIDA'S THREE-TIER SYSTEM DELIVERS.

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