

# The Three-Tier System

## We all know that Americans love beer.

But how do all your favorite lagers, pale ales, stouts and sours get to local stores and bars? It's all thanks to the **Three-Tier System**.

It's a way to ensure that a wide variety of fresh alcohol beverages make their way to the American people safely. It's made up of three distinct parts:



### Suppliers

The crafters of great concoctions. They **produce beverages** at breweries, distilleries, and wineries all across the nation.



### Distributors

The indispensable connectors. They **transport beverages**, ensuring safety and freshness, as well as market to consumers and collect taxes for state and local governments.



### Retailers

The final stop. America's bars, restaurants, supermarkets, convenience stores and liquor stores **sell beverages**, from suppliers of all sizes, directly to consumers.

## How does this benefit consumers?

- **Competition and Choice:** This system helps ensure thriving competition, as no single entity can have control over the others. That means more beer for you to choose from!
- **Access to Market:** Since distributors are independent from suppliers, they provide equal access to products made by suppliers of all sizes, from craft brewers to global beverage companies.
- **Community Revenue and Safety:** States benefit from efficient tax collection facilitated by distributors. And licensed businesses who are invested in their communities ensure safety through age verification and adherence to local laws.



Scan the QR Code  
to Watch a Video



Or Visit  
[nbwa.org/three](http://nbwa.org/three)