



An Introduction to Distributor Membership

CONNECT WITH THE CRAFT BREWERS IN CALIFORNIA, BUILD YOUR BUSINESS AND HELP CCBA PRESERVE TIED-HOUSE LAWS WITHIN THE STATE.

The California Craft Brewers Association (CCBA) is the non-profit trade association that connects the craft brewing industry in California. The CCBA provides educational resources and networking opportunities to inform CCBA brewery members and bring together the community of breweries, allied trade and wholesaler members.

WHY SHOULD A DISTRIBUTOR JOIN THE CCBA?

CCBA's main function is legislative advocacy to protect and preserve tied-house laws and ensure equal access to market for all brands, both large and small. CCBA worked closely with the California Beer and Beverage Distributors (CBBDD) to fight for the preservation of tied-house laws in a recent case in the Ninth Circuit Court: ABC vs. Retail Digital Network. This case would have struck unconstitutional a section of the code that upholds the three-tier system in California.

CCBA educates its brewery members on tied-house laws and how to navigate the intricacies of the alcohol industry. CCBA communicates the importance of strong relationships and realistic expectations in partnerships between manufacturers and distributors. Through CCBA conferences, events and ongoing communication, CCBA helps breweries to understand the symbiotic working relationship necessary for getting beer to retail.

Supporting the CCBA means helping us to educate our members about the importance of tied-house laws and the need for strong, independently owned wholesalers.



HOW DO DISTRIBUTOR MEMBERS CONNECT WITH CRAFT BREWERS?

CCBA relies on its distributor members to provide backing for this educational support, and provides participation and communication opportunities, including:

DISTRIBUTOR EDUCATION PROGRAM

A half-day opportunity for our brewery members to connect and learn about the distribution business at your warehouse location. The CCBA invites brewery members, provides marketing support and helps to develop content for the program.

MEETING ROOM AT THE SUMMIT

A private meeting space at the "Meet the Distributors Session" at the California Craft Beer Summit. This is a great opportunity for one-on-one meetings with CCBA brewery members at the Summit.

DISCOUNT AT ALL CCBA TRADESHOWS & EVENTS

CCBA events are the best way to connect with leaders of the beer industry, develop relationships and get business done. Members receive 50% discounts at our conferences, opportunity to participate as speakers or experts in consultation sessions, chance to pour your beer brands at the Summit and more.

CCBA BREWERY MEMBER LIST

Contact information for key decision makers at the breweries that make up 98% of the craft beer produced in California.

WHAT ELSE IS INCLUDED IN MY MEMBERSHIP?

CCBA provides a broad range of resources and information for its members, from a Wholesaler Business Directory provided to all brewery members, to a Weekly Bulletin to keep you up-to-speed on industry developments, to free ABC consultation and tickets to the California Craft Beer Summit. Check out the full list of benefits included with your membership level.

WHO SHOULD I CONTACT WITH QUESTIONS?

CCBA staff is always available to walk you through your benefits or connect you to association resources. Call **916-228-4260** or email our business development coordinator to get in touch: scott@californiacraftbeer.com.