



## MEDIA KIT

The purpose of this Media Kit is to provide an overview of the Montana Beer and Wine Distributors Association to interested parties. It also serves as an update on current officers. A backgrounder, press release, biographies, and a fact sheet are included to provide relevant information to the media, legislators, new members, producers, retailers, and the general public.

For more information, please visit our website at [www.mbwda.org](http://www.mbwda.org)



## BACKGROUND

The Montana Beer and Wine Distributors Association (MBWDA) members and their employees act as the “middle tier” in Montana’s three-tier (producers, distributors, and retailers) alcohol regulation system.

### MISSION

The MBWDA advocates for independent, licensed distributors and their role in providing efficient distribution through effective state based three-tier alcohol regulation.

### VALUES

- ✦ To educate members, regulators, legislators, retailers and the public about:
  - ✓ Why alcohol regulation is different.
  - ✓ The purpose of effective, state based three-tier alcohol regulation and the role of the middle tier in promoting responsible use.
  - ✓ Orderly, transparent and accountable markets.
  - ✓ Respect for the law and efficient collection of revenue.
- ✦ To advocate for legislation that promotes effective public policy.
- ✦ To do more than just deliver beer and wine – to be actively involved in communities, provide good jobs, promote responsibility and deliver customer value through choice, variety and service.
- ✦ To promote responsible use of beer and wine by legal age adults and support programs that effectively reduce illegal underage use and drunk driving.



### HISTORY

Alcohol is unique, unlike any other product; it is the subject of two amendments to the United States Constitution. The history of alcohol in the United States is shaped by radical swings and unparalleled success as the country, states and society attempt to balance availability and control economic and public interest.

The MBWDA started as the Montana Beer Wholesalers Association Inc., which was incorporated in December of 1952. In May of 1979, the articles of incorporation were amended to include the wine wholesaling business. In 2006, the Montana Beer and Wine Wholesalers Association became the Montana Beer and Wine Distributors Association.



The MBWDA members employ over 1,000 individuals, who deliver beer and wine from producers and breweries to approximately 3,200 licensed retail accounts located throughout Montana. For more information, please visit the MBWDA website at [mbwda.org](http://mbwda.org).

**MBWDA**

P.O. BOX 124

HELENA, MT 59624

**WWW.MBWDA.ORG**



## FACT SHEET

MONTANA BEER AND WINE DISTRIBUTORS ASSOCIATION – AT A GLANCE	
ADMINISTRATIVE OFFICES	P.O. Box 124, Helena, Montana 59624
PHONE	(406) 235-4000
WEBSITE	WWW.MBWDA.ORG
YEAR STARTED	1952
NUMBER OF ACCOUNTS	Approximately 3,200
NUMBER OF JOBS PROVIDED	Over 1,000

### WHAT WE DO:

The work of our distributors is a crucial aspect of the state based three-tier alcohol regulation system. The three tiers are:

- ✓ Licensed brewers and producers
- ✓ Licensed distributors
- ✓ Licensed retailers

A common misconception is that brewers and producers ship their product directly to retailers. It is in fact, your locally operated, independent, and licensed distributor who transport product to your retailer's door, ensuring greater consumer choice and fair competition.

MEMBERS BY LOCATION		
<p><b>BILLINGS:</b></p> <p>Briggs Distributing Company, Inc. Intermountain Distributing Company</p>	<p><b>GLENDIVE:</b></p> <p>Glendive Coca-Cola Bottling</p>	<p><b>KALISPELL:</b></p> <p>Flathead Beverage Co. Fun Beverage, Inc.</p>
<p><b>BOZEMAN:</b></p> <p>Cardinal Distributing Company Mountain Country Coors Winegardner's Wines, Inc.</p>	<p><b>GREAT FALLS:</b></p> <p>Eagle Beverage Gusto Distributing Company</p>	<p><b>LEWISTOWN:</b></p> <p>Intermountain Distributing Company</p>
<p><b>BUTTE:</b></p> <p>Summit Beverage</p>	<p><b>HAVRE:</b></p> <p>Gusto Distributing Company Havre Distributors, Inc.</p>	<p><b>MILES CITY:</b></p> <p>Blue Rock Distributing Company M &amp; C Beverage, Inc.</p>
<p><b>GLASGOW:</b></p> <p>Blue Rock Distributing Company Glasgow Distributors, Inc. Nemont Beverage</p>	<p><b>HELENA:</b></p> <p>Eagle Beverage George's Distributing Gusto Distributing Company Mountain Country Coors</p>	<p><b>MISSOULA:</b></p> <p>Summit Beverage Zip Beverage</p>
		<p><b>SIDNEY:</b></p> <p>Blue Rock Distributing Company</p>