



NBWA NEWS

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Premium Distributors of Washington, DC, and Premium Distributors of Virginia Receive National Award for Public Affairs Programs

October 1, 2009, Alexandria, VA – The National Beer Wholesalers Association (NBWA) is pleased to announce that Premium Distributors of Washington, DC, and Premium Distributors of Virginia have received NBWA's 2009 Public Affairs Award. The award recognizes beer distributors that do the most to institute and execute public affairs programs that promote responsible consumption and help fight underage drinking; educate elected leaders, lawmakers, the media and the public on the important role of beer distributors in local communities; and advance the advocacy efforts of the Association and America's beer distributors. The award was presented at NBWA's 72nd Annual Convention & Trade Show in Las Vegas, Nevada, on September 23.

"Promoting beer is one thing. Promoting the role of beer distributors is another thing. But how do you promote the importance of the 75th anniversary of the 21st Amendment? That can be a tough sell for even the best sales folks in here," said NBWA 2008-2009 Chairman Phil Terry. "But last December, Premium Distributors of Washington, DC, proactively distributed point-of-sale material including table tents to key retailers in the nation's capital to educate consumers and others on the importance of the anniversary. That's just one of the ways Premium is working to promote the image of beer distributors."

Premium Distributors of Washington, DC, shared the award with another Reyes Beverage Group distributor - Premium Distributors of Virginia, located in Chantilly, Virginia, which was recognized for its efforts to promote responsible consumption of alcohol and fight underage drinking.

Premium Distributors of Virginia teamed up with industry partners and a local police department to launch the "We ID toll kits" devices that help detect fake IDs. The press conference included several elected leaders and generated press coverage on all of the local TV news stations.

"Premium Distributors of Washington, DC, and Premium Distributors of Virginia are both local businesses that care about the communities they serve," said NBWA President Craig Purser. "Both operations are to be commended for advancing the image of America's beer distributors and for working to keep their neighbors and communities safe."

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