



# Malt Beverage Distributors Association of Pennsylvania

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## MBDA 84<sup>th</sup> Annual CONVENTION & TRADE SHOW

**Saturday & Sunday  
April 25 & 26, 2020**

**Crowne Plaza Hotel**  
260 Mall Boulevard  
King of Prussia, PA

**For room reservations call  
610-265-7500**  
Identify yourself as being  
part of the Malt Beverage  
Distributors Association's  
(MBDA's) Convention



**See Legislative & Legal  
Updates Addressed Later  
in this Newsletter**

### Saturday, April 25th

**1:00 PM - 4:30 PM:** Luncheon & Business Session—"Using Analytics to Better Compete & Drive Sales", "Do's & Don'ts of Social Media", "Best Business Practices".

**7:00 PM - 8:00 PM:** Cocktail Party—Complimentary beer & scrumptious hors d'oeuvres.

**8:00 PM - 11:00 PM:** Banquet & Entertainment—Fabulous food stations, an array of great brews, side-splitting comedy.

### Sunday, April 26th

**9:30 AM - 12:30 PM:** Business Session—"The Industry's Future", "Improve & Grow Your Store", "Avoid Citations", "Legal & Legislative Reports".

**12:30 PM - 1:00 PM:** Policy Board Meeting—Elect MBDA directors.

**1:00 PM - 5:00 PM:** Brewer, Importer, Allied Trade Supplier Hospitality & Exhibit Booths—More than 45 manufacturers showcase their products and services. Enjoy great food and beer. Learn of cost-saving aids and profit-making items.

**All Beer Distributors,  
Brewers, Importers, and  
Allied Trade Suppliers  
Are Invited To Attend**

**Frank Pistella**  
President

**Stephanie Eckert**  
Executive Secretary/Convention Coordinator

**Carson Baker**  
Executive Director

230 South Broad Street, Suite 903, Philadelphia, PA 19102 P: 215-732-6258 F: 215-732-6023 E: mbdassn@aol.com



[www.mbdapa.org](http://www.mbdapa.org)

## Save Time and Money Register in Advance

MBDA recommends that you register in advance for all convention events. Enclosed are two pre-registration forms: "All Events" form includes Saturday luncheon & business session; Saturday cocktail party, banquet & entertainment; Sunday business session; and Sunday hospitality & exhibit booths @ **only \$175.00 per person for MBDA members and \$190.00 for non-members.** "Daily Events" form is for attendance to select functions. Costs are as follows: Saturday luncheon & business session @ \$45.00 per person. Saturday cocktail party, banquet & entertainment @ \$100.00 per person. Sunday business session & hospitality/exhibit booths @ \$45.00 per person for MBDA members and \$60.00 for non-members.

**Please return your registration forms to MBDA before April 10th.** Your badges will be readily available to you at MBDA's convention registration desk on Saturday, April 25th, from 11:00 AM to 6:00 PM and on Sunday, April 26th, from 9:30 AM to 4:00 PM. You can also purchase tickets and badges on each day at the convention registration desk.

See pages 3 for details on each convention event. MBDA has very affordable convention rates and fees are tax deductible. **This is a Convention that no industry member can afford to miss!**

## Largest State Distributors Convention

Convention Chairman, Tim Zettlemoyer of Lionville Beverage in Exton, announced that MBDA will once again present an outstanding convention for its beer distributors, brewers, importers and allied trade suppliers. This two-day event is one of the largest state beer distributor conventions in the country, and attendance should exceed 300 registrants. Make plans now to come to the Convention, join in on the fun, make contacts, and improve your business too. We look forward to seeing you there!

### Easy to Get To

The Crowne Plaza Hotel, 260 Mall Boulevard, King of Prussia, is located in the heart of Southeastern Pennsylvania. The hotel is 20 minutes from downtown Philadelphia, only a 2-hour drive from Harrisburg, and 4 1/2 hours from Pittsburgh. I-76, I-476, 422, 202 and the PA Turnpike all offer easy access to King of Prussia. Hotel parking is complimentary. For directions go to [cpvalleyforge.com/](http://cpvalleyforge.com/).

The hotel is only 30 miles from Philadelphia International Airport and Amtrak Train Station. Transportation between the airport or train station and the hotel is provided by taxi or by Tropiano Transportation. Call Tropiano at 215-616-5370 or go on-line to [www.tropianoshuttle.com/](http://www.tropianoshuttle.com/) for schedule and cost.

The logo for MBDA (Malt Beverage Distributors Association) is a yellow circular seal with a scalloped edge, featuring the letters "MBDA" in white.

## Reserve Your Room at an Amazing Rate

MBDA is pleased to offer our convention registrants **an incredible room rate of only \$139.00 per day + 8% sales tax based on single or double occupancy. This special rate includes a full buffet breakfast, complimentary use of the Fitness Center, free parking and complimentary wireless Internet services.** Registrants are welcome to take advantage of these rates three days prior to and three days following our convention.

Located across from the King of Prussia Mall, the Crowne Plaza features first class hotel accommodations. Each of the hotel's stylish guestrooms are furnished with your choice of a king-sized bed or two-queen. In-room amenities include a 37" flat screen television with premium channels, mini refrigerator, coffee/coffee maker, and iron/ironing board. All rooms are non-smoking. For a tour of the hotel go to [cpvalleyforge.com/](http://cpvalleyforge.com/).

### Guarantee Your Room Reservation Before April 10<sup>th</sup>

To insure that you receive MBDA's discounted room rate, please be sure to contact the Crowne Plaza by phone #610-265-7500 prior to April 10th and request the Malt Beverage Distributors Association (MBDA) room block. All reservations must be guaranteed with a credit card at the time your reservation is made. Check-in is 3:00 PM. Check-out is 11:00 AM. Early check-ins will be honored based on room availability.

## King of Prussia—Offers Activities for the Entire Family

There is plenty to do for convention attendees and their families. Theaters, restaurants, shops and professional sports teams offer something for everyone. Just minutes from the Crowne Plaza, history buffs can visit a dozen Revolutionary War sites including Valley Forge National Historical Park. Many of the historic sites of George Washington's winter encampment have been recreated with authentic forts, rows of cannons, soldiers' huts and the headquarters of General Washington himself.

Across from the hotel, shoppers can enjoy The Plaza & Court of King of Prussia—the largest shopping mall in the United States with over 400 stores. The Crowne Plaza offers free shuttle service. Philadelphia's Liberty Bell, Art Museum and National Constitution Center are only a short drive away.

## Important Business Sessions

### Outstanding Trade Show ★ Exciting Social Events

#### Saturday, April 25:

- Join us for **Lunch** and our **Business Session** from **1:00 PM to 4:30 PM**. Speakers will address subject matters of keen interest to distributors, brewers and allied trade suppliers that include, “Using Analytics to Better Compete & Drive Sales”, “Do’s & Don’ts of Social Media”, “Best Business Practices”. More detailed information on Saturday’s business program will be forthcoming in our April newsletter. To attend the luncheon and business session, please return your registration form to MBDA by April 10th.
- Our one-hour **Cocktail Party** begins at **7:00 PM** and offers great beer and delicious hors d’œuvres.
- The Association’s **Banquet** starting at **8:00 PM** is the highlight of our social events. It features fine brews and superb food stations that include carved beef, ham, turkey; seafood (shrimp, crab cakes, scallops); pasta; salads; vegetables; and desserts.
- **Entertainment** begins at **9:30 PM**. Earl David Reed is a trendsetter in the comedy world. In his 15 years of stand-up comedy, Earl has performed at over 100 comedy clubs and is a favorite in Las Vegas and Atlantic City.

To attend the cocktail party, banquet & entertainment, please return your registration form to MBDA by April 10th. More detailed information will be forthcoming in MBDA’s April newsletter.

#### Sunday, April 26:

- Distributors, brewers, importers and allied trade suppliers are urged to attend our **Business Session** from **9:30 AM to 12:30 PM**. Prominent industry representatives will speak on “Our Industry’s Future”, “Improving & Growing Your Store”, and “Avoiding Citations”. MBDA Legal & Legislative Team will provide you with a thorough review and update on legal, legislative, regulatory and administrative issues and will answer questions. The annual **Membership Meeting** that follows is restricted to MBDA members only.

Complete details on Sunday’s business program will be noted in our April newsletter.

- At **12:30 PM**, MBDA’s **policy board** representatives will hold its annual meeting to elect district vice presidents and directors for the membership year beginning July 1st. All representatives are urged to attend the policy board meeting. Detailed information will be forthcoming.
- **Brewer and Importer Hospitality Booths will open at 1:00 PM**. It is expected that over twenty major suppliers (national, regional and local) will make arrangements for hospitality headquarters. Our registrants are welcome to enjoy beer, soft drinks, food, snacks and entertainment. Admission to all hospitality booths is by badge only.
- Our **Allied Trade Suppliers will open their booths at 1:00 PM**. The trade exhibits are an important feature of the Convention designed to help our distributors make money, cut down on expenses and increase the efficiency of their businesses. It is anticipated that at least twenty allied trade suppliers will provide demonstrations of cost-saving aids and profit-making items at their booths. Admission to all trade supplier booths is by badge only. Allied trade supplier products and services include: Beverage Dispensing Equipment, Beverage Drinkware & Insulators, Brokerage Services, Candy Products, Credit Card Processing, Insurance, Material Handling Equipment, Office & IT Products, POS Systems, Refrigeration, Shelving, Snack Products, Soft Drinks, Tobacco Products, Web Design, etc.

A list of participating brewers, importers and allied trade suppliers will be noted in our April newsletter. Distributors who attend Sunday’s Trade Show qualify for manufacturers’ promotions, prizes, and valuable give-a-ways. To attend Sunday’s business session and trade show, please send MBDA your registration form by April 10th.



## Convention Sponsorships Are Available

Wholesalers, brewers and allied trade suppliers who are interested in purchasing a convention sponsorship should contact Convention Chairman Tim Zettlemoyer at 610-524-1067 or Convention Coordinator Stephanie Eckert by phone 215-732-6258 or email [mbdassn@aol.com](mailto:mbdassn@aol.com). Details are below:

### \$1,000 Sponsorship includes:

- ★ 4 complimentary passes for Saturday's Luncheon & Business Session, 1 pm to 4:30 pm.
- ★ 10 complimentary passes for admission to Sunday's Business Session at 9:30 am and 1 pm—5 pm trade show featuring over 45 hospitality and exhibit booths.
- ★ Complimentary half-page color ad in the MBDA 2020 trade directory or a \$400 credit toward a full-page color ad.

Your generosity will be acknowledged at the convention and in our newsletters and trade directory.

**For Updates and  
Additional Information  
Be Sure to Attend Our  
Saturday, April 25 and  
Sunday, April 26,  
Business Sessions**



## Why Manufacturers Should Participate

Here's why brewers, importers and allied trade suppliers are encouraged to participate with a hospitality or exhibit booth:

- ✓ MBDA's Annual Convention is the largest state distributors convention in the country.
- ✓ Pennsylvania is one of the nation's largest volume and per capita consuming states for malt beverages.
- ✓ We attract strictly Industry personnel – your serious shoppers.
- ✓ The Convention is an excellent way to promote your products and services. You are welcome to sell, take orders and schedule appointments – all right from your booth.
- ✓ You gain prestige and exposure for your Company.
- ✓ Your customers will be in attendance. The Convention gives you the opportunity to strengthen your business contacts.
- ✓ You will make new business contacts. Our Convention is the least expensive way of reaching new buyers.
- ✓ You will have a full afternoon to showcase your products and services. The Association's business sessions do not compete with the hospitality and exhibit hours.
- ✓ The Association has kept its Convention very affordable.
- ✓ The Convention gives you the opportunity to network with your Industry peers.

## To Reserve Your Hospitality or Exhibit Booth

Everything you require for a successful convention is here! The Crowne Plaza has superb meeting space with all booths located in the Lobby Level Ballroom. We guarantee exposure for all brewers, importers and allied trade suppliers.

To reserve your space, brewers, importers & allied trade suppliers need only to return their Booth Reservation Request Form to MBDA. Form was recently sent to you under separate cover. Please respond as soon as possible. Booths are on a "first-come, first-served" basis.

## Purchase Advertising Space It Gives You Visibility

An Order Form for Trade Directory Advertisement with prices and ad placement details is enclosed. **Please return the order form together with your ad material to our Executive Office by March 24th.**

We encourage you to be part of MBDA's 84th Annual Trade Directory. Your support of our industry's publication is very much appreciated.

## Trade Directory The Industry's Official Handbook

**The MBDA Trade Directory is recognized as the official handbook for the Industry.** It contains numerous product advertisements and important trade information. The Trade Directory is a year-round reference book used by distributors, brewers, importers and allied trade suppliers doing business in Pennsylvania. It will be distributed at the Convention free of charge.

Vital information contained in the Trade Directory includes:

- Names, addresses and classifications of all Pennsylvania beer distributors.
- Contact information for MBDA officers, board members and staff.
- Digest of industry state laws and regulations.
- Annual release of the PA Revenue Department indicating malt beverages sold by container size.
- Annual release of the PA Liquor Control Board showing the number of various licenses by county.
- Listing with addresses and telephone numbers for officials of the PA Liquor Control Board, State Police Bureau of Liquor Control Enforcement, PA Revenue Department, and Alcohol & Tobacco Tax & Trade Bureau.
- Names, addresses and telephone numbers of our State Senators and Representatives for their Harrisburg and district offices.
- Names, addresses and products of our associate members and participating brewers, importers and allied trade suppliers.

### Who Should Subscribe

- Every ID Distributor is encouraged to subscribe to a full-page ad. This is an excellent opportunity for the wholesale distributor to promote his own special interest and image as well as the brewer's brand product.
- Distributors, D & ID, who do not have a particular brand can show their support for this much-needed trade publication with their own ad.
- It is also important for distributors to suggest to their sources of supply and county associations to place ads.
- Brewers, importers and allied trade suppliers are especially urged to subscribe to ads. The Directory is the best possible way to remind the Pennsylvania distributors of your products and services.

**Please give serious consideration to inserting a color ad. With your support we expect the 84th annual edition of the Trade Directory to be the largest issued by the Association.**

## Fermented Fruit Beverages

We've reported in our e-newsletters about an exciting new category of alcoholic beverages that can be sold by beer distributors in bottles, cases, kegs, cans or other container types. Fermented Fruit Beverages fall into the category of malt or brewed beverages as long as the alcoholic content does not exceed 8.5%. Members have sent us examples of some of the new fermented fruit beverages which have hit the market and some of these products are similar, if not identical to, wine.

Essentially, the PLCB states the distinction between fermented fruit beverages sold as beer and similar products that are sold as wine is "the decision by the limited winery to market and distribute the products as beer and not wine". So, the intent of the manufacturer is key. For a fermented fruit beverage to be considered a beer, it must be registered with the PLCB as beer by the manufacturer. The product packaging nor the marketing materials of the fermented fruit beverage may refer to the product as "wine", "wine cocktail", "wine product" or any similar name. These products cannot be sold or marketed as a wine or wine substitute. Members – please be clear in your advertising, signage and in speaking with customers that these are "fermented fruit beverages" and not wine products. For more information, please see the PLCB Advisory Notice #25 which can be viewed on-line at [www.lcb.pa.gov](http://www.lcb.pa.gov).

On January 27th, MBDA unveiled a new member-benefit program through Blue Mountain Vineyards in which MBDA members could purchase their "Demented and Fermented Fruit Beverage" for sale to the general public. The beverage is made with concord grapes (ABV 8.2%). As we go to press, their initial run of approximately 100 has been sold out. We will update members when the second phase goes into effect.

## Distributors Selling Additional Items

MBDA is always looking for ways for our members to grow and improve their businesses. We submitted a list to the PLCB of additional items that members wanted to sell. At its December 18, 2019 meeting, they voted to approve these items and updated their Advisory Notice No. 9.

The following were added to the list of items that distributors can sell to the general public:

- Cell phone accessories, such as chargers, headphones, phone cases, cords and popsockets.
- Dishware that is used for grilling or for serving.
- Electronic accessories for tablets and other devices, such as chargers, headphones, phone cases, cords and popsockets.

- Eyewear, such as non-prescription sunglasses and reading glasses.
- Food condiments that are meant to be supplemental food items that do not stand alone as a dish or meal, such as BBQ sauces, honey, maple syrup, grilling marinades, sauces, olive oils, and pickled or preserved items.
- Gift cards including 3rd party gift cards, such as Amazon, iTunes, Dick's, and Home Depot.
- Health and nutritional supplements, such as vitamins, oils, lotions, creams, hand sanitizers, and "next-day"/morning recovery drinks and supplements (e.g., Pedialyte).
- Holiday items, such as New Year's Eve party favors, Christmas lights, St. Patty's Day shirts, and hats.
- Seasonable items, such as sunscreen, bug spray, and salt or ice melt.
- Pet food, treats, care products and supplies, such as dog or cat food, treats, collars, and toys.
- Produce, such as farm-produced crops, including fruits and vegetables, seeds, raisins, grains, and oats.
- Sports memorabilia, such as Steelers/Eagles items during football season and Flyers or Penguins playoff shirts.
- Toiletries, such as toilet paper, shampoo, powders, lotions, shaving cream/razors, and travel size items.
- Winter accessories, such as hats, gloves, and scarves.

To view a list of all items in Advisory Notice #9, please go to [www.lcb.pa.gov](http://www.lcb.pa.gov).

## Slushies/Growlers

**Slushy Information:** Members have asked about the requirements for slushy sales at beer distributors. Since the passage of Act 166, Distributors have been permitted to sell these products under advisory opinions from the PLCB's Office of Chief Counsel so long as they fit under the definition of "growler". While there have been few official rulings and/or regulations from the PLCB or PA Department of Agriculture on the issue of slushy sales, here are some guidelines we believe will be important for our members:

- The Department of Agriculture ("DOA") will require distributors to register with them (and pay an application fee) in order to fill and sell slushies. For distributors who are already registered with the DOA, you should be able to treat this as a change in operations application. If you are already selling growlers then no additional registration or application should be required.
- Distributors will be required to install a 3 compartment sink and a separate hand washing sink near the slushy area (although it may be possible to seek a variance to utilize the 3 compartment sink as the hand washing sink). The location of the sinks must be approved by the DOA. We have heard of instances where the DOA or local health department has approved a 2 compartment sink, so we suggest contacting the DOA or your local health department to confirm.



- All tap systems must be cleaned in accordance with PLCB Regulations (40 Pa Code §§5.50-5.54). Importantly, the tap system is to be cleaned at the sole expense of the distributor and the method of cleaning must leave the entire system in a clean and sanitary condition. The following cleaning methods have been approved by the PLCB: (i) use of a chemical cleaning solution; (ii) live steam; or (iii) hot water solution followed by a thorough rinsing with hot water. The frequency of cleaning is to occur once every 7 days or at a cleaning frequency approved by the PLCB. The distributor must maintain and keep a record of the date of each cleaning and the method utilized. If the distributor uses a third party to clean the dispensing system, the distributor must obtain a certificate showing the date cleaned, the name of the person by whom cleaned and the method utilized, and keep the certificate on file at the licensed premises.
- Section 493(6) of the Liquor Code requires all licensees (including distributors) who sell malt or brewed beverages from a faucet, spigot or other dispensing apparatus to have the trade name or brand of the product served apparent in full sight of the customer.
- The container in which slushies are sold must be refillable and capable of being resealed. Customers are not permitted to consume these beverages on a distributor's licensed premises.
- There is no requirement to affix any sort of product label to a slushy once it is filled, but a distributor is responsible for maintaining accurate records that reflect what type of beer is being sold in a transaction in order to comply with 47 P.S. § 4-493(12). A distributor is not permitted to mix anything with the malt or brewed beverage (not even ice).
- Employees serving and filling slushies must be RAMP certified, and they must refuse to fill slushies for patrons who are underage or visibly intoxicated.
- The Surgeon General's Warning regarding alcohol consumption set forth in 27 U.S. Code § 215 (a) should be posted on all slushies: "GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems." Best practices dictate that a slushy should not be filled unless the Surgeon General's warning is in a conspicuous and prominent location on the container, or a label containing the warning (e.g., a sticker) can be affixed to the container by the distributor.

If you intend to sell slushies or growlers at your distributor, you should contact the DOA as soon as possible to initiate the application and inspection process. Be advised that not all facilities are under the DOA's jurisdiction. Six counties

(Allegheny, Bucks, Chester, Erie, Montgomery and Philadelphia) have county health departments that handle inspections and licensing in their jurisdictions. Additionally, some local municipalities also do their own inspection and licensing. If your business is located in a county or local health department jurisdiction, you should contact your local health department for assistance with licensing and requirements.

## **PLCB Rules Licensees Selling Take-Out Must Also Sell For On-Premises Consumption**

By a 2 to 1 vote, the PLCB voted to require restaurant licensees to offer both beer and wine for on-premises consumption at the same time that they are marketing these beverages for carry-out. Go on-line to [www.lcb.pa.gov](http://www.lcb.pa.gov) to view Advisory Notice No. 24 which sets forth their interpretation of the Liquor Code. Our members will recall that this was the very issue that MBDA fought for and won in our litigation against Sheetz.

## **PA Sales Tax**

State Senator Mario Scavello is seeking Senate Co-Sponsors to join him in fixing the sales tax issue for malt beverages sold for off-premise consumption. To date, Senators Aument, Browne, Killion, and Thompson have signed on. We urge our members to contact their Senators to ask that they co-sponsor the legislation. There is no bill number as yet.

Under PA law, except in Philadelphia and Pittsburgh, beer sold by distributors is taxed at 6% at the point of sale. Similar takeout sales by grocery and convenience stores and other R licensees are taxed based on the wholesale price, creating an impression on the part of customers that distributors collect sales tax and that grocers and other R licensees do not. The Senator's legislation would create a uniform system by having all off-premises sellers collect the same sales tax, resulting in more tax dollars to Pennsylvania.

## **Proposed Legislation Opposed by MBDA**

HB 1279 by Natalie Mihalek (R-Allegheny & Washington) would expand wine sales for supermarkets and convenience stores from 4 bottles to a case. It is supported by Wal-Mart and the PA Food Merchants Association. The beer industry opposed the bill stating that any expansion in Wine should include expansion in beer.

HB 1644 by Matt Dowling (R-Fayette & Somerset) would allow big-box stores like Wal-Mart to sell unlimited quantities of 15 packs and smaller packages and unlimited quantities of wine. It would eliminate the need for them to have tables & chairs in their licensed area and would give them the option to sell alcohol for take-out only. MBDA testified in opposition to the legislation at the House Liquor Control Committee's September hearing. We thank our members for contacting their House Members to let them know the detrimental impact that HB 1644 would have



on your business. MBDA is prepared should the legislation resurface.

SB 916 by Senator Pat Stefano (R-Fayette, Somerset & Westmoreland) would create a liquor expanded permit, similar to the wine expanded permit. This permit would allow distributors to sell liquor. The bill provides the same discount of 10% just as the wine expanded permit. It charges a 2% renewal fee based on the total purchased from the PLCB as well as an initial \$ 2,000 fee. The bill was scheduled to be considered in the Senate Law Justice Committee on Wednesday, February 5th but the hearing was cancelled. There was a proposed amendment to the bill that included an additional 16 items. Some of the items included the elimination of the single register for grocery stores as well as the allowance of aisle sales and the use of bonus cards for discounting. It is MBDA's belief that this would be met with the same opposition as HB 1279 from the industry.

## Distributors Political Action Committee (DISPAC)

DISPAC is MBDA's Political Action Committee. Its purpose is to show support and make contributions to the campaigns of State Senators and House Members who are favorable to our issues. By law, DISPAC is permitted to collect and disburse funds to achieve our legislative goals.

Once again, there is a storm brewing in Harrisburg that demands our full attention. Supermarkets, convenience stores and big-box stores are pushing hard to have legislation enacted that would eliminate the on-premises consumption requirement rules for R licensees. Their goal is to sell cases from their aisles from any register in their store.

On the offensive front, we are seeking sales tax parity for beer distributor licensees. Currently, beer sold by distributors is taxed at 6% (except in Philadelphia & Pittsburgh) at the point of sale. Similar take-out sales by supermarkets, convenience stores, big-box stores, and other R licensees are taxed based on the wholesale price. This creates the impression on the part of customers that distributors collect sales tax while R licensees do not.

**A healthy DISPAC fund is a critical part of our effort to successfully defeat their proposals and advance our goals. Please help us to replenish our DISPAC funds so that we can bolster our advocacy in Harrisburg. Make your personal check payable to DISPAC and mail it to 230 S. Broad St., Suite 903, Philadelphia, PA 19102. Or you can contribute by credit card by going on-line to [www.mbdapa.org](http://www.mbdapa.org). Corporate checks are not permitted by law.**

## Thank You 2020 DISPAC Contributors

As we go to press, we thank the following MBDA members who contributed to our Distributors Political



Action Committee for 2020: Ron Baumbach, Ed & Renee Bond, Greg Ramirez, Ed & Judy Rau, Kevin & Karen Sanguigni, Tim Zettlemoyer.

## PA House & Senate Control

Republicans control both chambers. The House is made up of 107 Republicans to 93 Democrats with 4 vacancies. The Senate has 28 Republicans to 21 Democrats and 1 Independent.

For contact information for each House member please go to [www.house.state.pa.us/](http://www.house.state.pa.us/). For the Senate, go to [www.pasen.gov/](http://www.pasen.gov/).

## Speaker Turzai Not Seeking Re-Election

Mike Turzai announced that he will not seek re-election to House District #28. He was first elected in 2001 and rose to become speaker in 2015.

## PA Senate & House Dates

The Pennsylvania House of Representatives and Senate are expected to be in session on:

<b>HOUSE</b>	March	16-18, 23-25
	April	6-8, 14-16
	May	4-6, 11-13, 18-20
	June	1-3, 8-10, 15-17, 22-26, 29, 30

<b>SENATE</b>	March	16-18, 23-25
	April	6-8
	May	4-6, 18-20
	June	1-3, 8-10, 15-17, 22-26, 29, 30

Budget hearings are scheduled from February 18-March 5. When not in session, Senators and House Members can be reached at their district offices. It is very important for distributors to personally reach out to their legislators. If you're not certain of your House Member, please visit [www.house.state.pa.us/](http://www.house.state.pa.us/), click on "Find My Representative" and then type in your address, city and zip code. For Senators, go to [www.pasen.gov/](http://www.pasen.gov/), click on "Find My Senator" and then type in your address, city and zip code.

## PA Revenue 1014 Report

D distributors are no longer required to file the monthly 1014 report with the PA Department of Revenue. ID distributors must continue to file.

## PLCB Malt and Brewed Beverage Monthly Report

All distributors (D & ID) must file the Malt and Brewed Beverage Monthly Reports with the PLCB through the PLCB+ system. More information can be found on our website at <http://www.mbdapa.org/malt-or-brewed-beverages-reporting-under-act-166-of-2016/>





## Senate and House Leadership & Committees

### Senate and House Leadership & Committees

MBDA regularly meets with Leadership and members of the House Liquor and Senate Law & Justice Committees. It is equally important for distributors who reside in the Senatorial or House Districts of Leadership and Committee Members to contact their lawmakers. They want to hear from their voting constituents.

Share with them your personal story—How many years you've been in business. How many full and part-time people you employ. The good wages you pay. Health and pension benefits that you provide. Vacation time that you offer. How much inventory you carry. Your involvement in community events. Your excellent record in not selling to minors.

1,300 locally-owned beer distributors in 67 counties going out of business translates into a loss of over 15,000 good-paying jobs—jobs that would not be recouped by grocery, convenience and big-box stores.

### PA Senate Leaders

The Senate Republican and Democrat leadership teams for the 2020 legislative session are as follows:

Republicans—Majority Leader Jake Corman (Centre). Whip John Gordner (Columbia). Caucus Chair Bob Mensch (Montgomery). Caucus Secretary Ryan Aument (Lancaster). Policy Committee Chair David Argall (Schuylkill). Caucus Administrator (To be appointed by President Pro Tempore). Appropriations Committee Chair Patrick Browne (Lehigh). President Pro Tempore Joseph Scarnati (Jefferson).

Democrats—Minority Leader Jay Costa (Allegheny). Whip Anthony Williams (Philadelphia). Caucus Chair Wayne Fontana (Allegheny). Caucus Secretary Larry Farnese (Philadelphia). Policy Committee Chair Lisa Boscola (Northampton). Caucus Administrator John Blake (Lackawanna). Appropriations Committee Chair Vincent Hughes (Philadelphia). Appropriations Committee Vice Chair Judy Schwank (Berks).

### PA House Leaders

The House Republican and Democrat leadership teams for the 2020 legislative session are as follows:

Republicans—Speaker Mike Turzai (Allegheny). Majority Leader Bryan Cutler (Lancaster). Whip Kerry Benninghoff

(Centre). Caucus Chairman Marcy Toepel (Montgomery). Caucus Secretary Mike Reese (Westmoreland). Policy Chair Donna Oberlander (Clarion). Caucus Administrator Kurt Masser (Northumberland). Appropriations Committee Chair Stan Saylor (York).

Democrats—Minority Leader Frank Dermody (Allegheny). Whip Jordan Harris (Philadelphia). Caucus Chair Joanna McClinton (Philadelphia). Caucus Secretary Rosita Youngblood (Philadelphia). Policy Chairman Mike Sturla (Lancaster). Caucus Administrator Neal Goodman (Schuylkill). Appropriations Committee Chair Matt Bradford (Montgomery).

### PA Senate Committee Law & Justice

The Law & Justice Committee works on alcohol legislation in the Senate. Pat Stefano (Fayette) is Republican Majority Chairman. Ryan Aument (Lancaster) is Vice Chairman. Committee members are Thomas Killion (Delaware), Mike Regan (York), Judy Ward (Blair), and Gene Yaw (Lycoming). Joe Scarnati (Jefferson) is President Pro Tempore.

The following is the Democratic Committee: Jim Brewster (Allegheny) is Minority Chairman. Members are: Wayne Fontana (Allegheny). Christine Tartaglione (Philadelphia). Anthony Williams (Philadelphia).

### PA House Committee Liquor Control

The Liquor Control Committee works on alcohol legislation in the House. Jeff Pyle (Armstrong) is the Republican Majority Chairman. Committee members are Matt Dowling (Somerset), Valerie Gaydos (Allegheny), Barry Jozwiak (Erie), Joshua Kail (Beaver), Andrew Lewis (Dauphin), Natalie Mihalek (Allegheny), Timothy O'Neal (Washington), Greg Rothman (Cumberland), Frank Ryan (Lebanon), Justin Simmons (Lehigh), Craig Staats (Bucks), Mike Tobash (Schuylkill), Jesse Topper (Fulton), and Jeff Wheeland (Lycoming).

Dan Deasy (Allegheny) is the Democratic Minority Chairman. Committee members are Frank Burns (Cambria), David Delloso (Delaware), Maria Donatucci (Philadelphia), Mary Louise Isaacson (Philadelphia), Malcolm Kenyatta (Philadelphia), Anita Astorino Kulik (Allegheny), Steven Malagari (Montgomery), Adam Ravenstahl (Allegheny), and Peter Schweyer (Lehigh).

## Tobacco Purchase Age Changed to 21

Please be reminded that effective December 20, 2019, the U.S. Food and Drug Administration officially increased the federal minimum age to purchase tobacco from 18 to 21. The new minimum age applies to all tobacco products, including e-cigarettes and vaping cartridges.



## PNC Merchant Services

MBDA members receive the lowest possible fee schedule of interchange plus 5 basis points (.005) plus \$0.05 per transaction to process VISA, MasterCard, Discover and American Express. **We're pleased that our discounted processing program allows members to affordably accept all major card types.** Jammie Jones is our Association Relationship Manager at PNC Merchant Services. MBDA members should contact her with questions or concerns. She can be reached by phone 717-597-4786 or e-mail [Jammie.jones@pnc.com](mailto:Jammie.jones@pnc.com).

## MBDA Offers Employee On-Line Ramp Training

All employees who work the register must complete RAMP server/seller training within six (6) months of being hired, unless the person had successfully completed the training prior to being hired or unless they were hired prior to August 8, 2016. Additionally, any employees who were hired prior to August 8, 2016 but are transferred into an alcohol service personnel position, such as working a cash register, on or after August 8, 2016, will need to secure RAMP server/seller training within six (6) months of assuming their new duties. RAMP training is good for two years.

MBDA provides an on-line Responsible Alcohol Management Program (RAMP) for beer distributor employees at the discounted rate of \$10/per employee. Members should call our Executive Office at 215-732-6258 to obtain their member code. Then go on-line to [www.mbdapa.org](http://www.mbdapa.org) and click on the "RAMP" tab at the top.

Owners and managers can schedule RAMP training by contacting the PLCB at 1-717-558-2160 or go on-line to [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

## Endorsed Health Insurance Provider

MBDA has received inquiries from members regarding health insurance costs and options. We're pleased to introduce Brad Tiffany of Kistler Tiffany as our endorsed employee benefits consultant. He is available to beer distributors throughout PA to discuss your health insurance needs. Please contact him via phone 484-321-5882 or email [bradt@ktbenefits.com](mailto:bradt@ktbenefits.com).

Association health plans as an alternative to small group and individual coverages are not an option at this time. There is a federal court injunction nationwide to stop the association avenue from becoming available, and no states are permitting association plans at this time. We've been told that the insurance industry is reluctant to move business from their small group and individual markets into association plans.

## Associate Members

MBDA's associate membership year runs from January 1 to December 31, 2020. The cost of becoming an Associate Member starts at only \$300.00 and is open to brewers, importers, allied trade suppliers, and professionals who supply products or provide services to beer distributors.

Our Association recognizes associate members as supporters of our industry and their names, addresses, phone numbers and products or services are noted in MBDA newsletters, in our on-line Buyer's Guide, and in our annual trade directory.

Manufacturers who are interested in applying for associate membership should return the application sent to you in January or you can go on-line to [mbdapa.org](http://mbdapa.org). Please call our Executive Office at 215-732-6258 with any questions.

We thank the following allied trade suppliers who have joined MBDA to date: Burns Industrial Equipment (Yale & Hyster Forklifts) – Contact Christopher Burns, #412-856-9253, [terryr@burnslift.com](mailto:terryr@burnslift.com). DNB Promotions (Custom Printed Apparel) – Contact Diane Bednarik, #610-774-4426, [dbednarik@dnbpromotions.com](mailto:dbednarik@dnbpromotions.com). Flightware Solutions (POS) – Contact George Kahwaji, #816-774-3500, [georgek@flightware.com](mailto:georgek@flightware.com). Gerbron Wholesale (Beverages, Candy, Tobacco & Paper Products) – Contact John Gerbron, #610-347-0440, [gerwho@comcast.net](mailto:gerwho@comcast.net). H.B. Enterprise Snacks (Peanuts, Jerky, Dog Treats) – Contact Carole Keenan, #215-801-6899, [cmk1251@yahoo.com](mailto:cmk1251@yahoo.com). HLA Distributors (Full Line Convenience Store Distributor) – Contact Dylan Hathaway, #631-962-2400, [dhathaway@hladistributors.com](mailto:dhathaway@hladistributors.com). Longley Insurance Agency (Insurance) – Contact Bob Longley, #610-524-1940, [rosemary@longleyinsurance.com](mailto:rosemary@longleyinsurance.com). Micro Matic USA (Draft Beer Equipment) – Contact Doug Wetmore, #610-625-4464, [dpw@micro-matic.com](mailto:dpw@micro-matic.com). mPower Beverage Software (POS) – Contact Patrick Mooney, #877-396-0141, [pmooney@mpowerbeverage.com](mailto:pmooney@mpowerbeverage.com). Schubert Equipment Sales (Food Service Equipment) – Contact Douglas Nickel, #724-903-0880, [doug@schubertequipment.com](mailto:doug@schubertequipment.com).

We also appreciate the support of the following brewers: Pittsburgh Brewing Co., Yards Brewing Co. Yuengling Brewery.





## Congratulations West Lawn Beverage

West Lawn Beverage in West Lawn hosted its 24th annual golf tournament to benefit the Cystic Fibrosis Foundation. This is a photo of our district #9 director Tom Derr presenting the Cystic Fibrosis representative with the check of \$3,508. Thanks Tom. MBDA members – please let us know of the civic and/or charitable events that you sponsor so that we can offer you congratulations as well.



## MBDA Members Are Asked to Fill Board Secretary & Director Vacancies

Our board secretary position is vacant. Association members who are interested in filling the position are asked to call MBDA's Executive Office at 215-732-6258.

The business and affairs of the Association are managed by a Board of Directors. Director vacancies exist in the following districts: District #1 (Philadelphia County); District #3 (Adams, Cumberland, Dauphin, Franklin, Juniata, Lancaster, Lebanon, Perry & York Counties); District #10 (Delaware & Montgomery Counties); and District #11 (Bucks & Chester Counties). MBDA members who are interested in serving as a director are asked to please call us at 215-732-6258

## Group Buying Power for MBDA Members

**High insurance costs? Reduce them through MBDA's Business Insurance Program.** Penn National can save you money on the cost of your automobile, business owners, general liability, liquor liability, property, umbrella, and worker's compensation insurance. You'll be eligible to receive a dividend regardless of account size. In 2019, this program paid a 9 percent dividend back to its members. Any Penn National agent can place an MBDA member, so please contact your agent at your earliest opportunity

**Lower your credit and debit card fees by enrolling in MBDA's processing program through PNC Merchant Services.** You'll receive the lowest possible fee schedule to process credit cards at only \$0.05 and 5 basis points (.005) per transaction. You'll incur no monthly statement fees and supplies are free of charge. Purchase the latest equipment at minimal cost or have your existing terminal re-programmed free of charge. Take advantage of our gift card program which can be a very effective promotional tool for your business.

**Tired of paying high electricity bills? MBDA is excited to offer its members a program through Kinetic Energy.** Because of deregulation, everyone can "shop" the generation of portion of their bills. Associations get a better energy generation rate for members by combining member's generation needs together and shopping their total generation. Each member will continue to receive their own bill and be responsible for their own payment of the bills. Each member will still have their local utility company maintain and service the wires that carry the electricity to their business. Members will only be entered into an agreement with an energy generation supplier if the price secured is lower than the price currently offered by the utility company.

**ATM Machines.** This program, sponsored in partnership with CORD Financial Services, gives members the benefit of having an ATM in their store at minimal cost. Members report earning hundreds of dollars a month.

**Get discounted pricing on your promotional giveaways through Networker.** This is an excellent and inexpensive way to advertise your business, even on minimum quantity orders. Invoicing takes place only after delivery. Request your free catalog with 1,000's of items to choose from.

**Detect false ID's and protect yourself from receiving citations.** Receive discounted rates on electronic scanning devices through MBDA. Ray Swerdlow offers a selection of equipment with the latest technology.

**Office Supplies.** Pinnacle Business Products, celebrating their 21st year in business, is your discounted office equipment and supply source. Visit their website and on-line catalog at [www.pinnaclebuspro.com](http://www.pinnaclebuspro.com) and click on the red office products tab to view their full selection of items. The pricing you see is their standard commercial list, but MBDA members will receive a substantial discount from that pricing when you email your list to [sales@pinnaclebuspro.com](mailto:sales@pinnaclebuspro.com). Call Russ Hayes 215-742-9002 with questions.

**Web-Site Design.** Members pay only \$500 for Sagapixel to build a custom website for them, a significant savings over standard pricing. Their objective is to design a website to drive visitors to your site and to turn those visitors into customers. For more information contact Sagapixel's Frank Olivo by phone, 856-701-7947 or email [frank@sagapixel.com](mailto:frank@sagapixel.com). If you'd like to take a look at their portfolio of recently-designed websites, please go to [www.sagapixel.com](http://www.sagapixel.com).

**Members who are interested in signing up for MBDA's discounted programs should call Stephanie Eckert at the Association's Executive Office, 215-732-6258 or email her at [mbdass@aol.com](mailto:mbdass@aol.com).**



## Please Provide Your Email Address

MBDA members who have not provided us with their email address are missing out on the latest industry news as it's happening. E-newsletters are sent to members on a weekly basis and alerts are sent as needed. If we don't have your e-mail address, please send it to us at [mbdassn@aol.com](mailto:mbdassn@aol.com).

## MBDA Membership

We thank our MBDA members for their continued support and vote of confidence. You have enabled us to maintain a powerful voice in Harrisburg in representing the entire beer distributing industry. You have our guarantee that we will continue to work together in 2020 to promote the interests of all Pennsylvania beer distributors. Members should not hesitate to contact our Executive Office for industry advice or assistance. Call or write us if you have any ideas or suggestions that you believe will enhance the beer business.

**Members have given MBDA increased group buying power. You make it possible for us to offer discounted programs to make and save money for our members. If you don't agree that the savings you experience through our programs more than pays for your membership dues we will gladly refund your money.**

**We ask non-member distributors to please give serious thought to joining MBDA, and an invoice is enclosed for your use.** All distributors have similar goals and share a common agenda—grow your business and keep case beer sales out of supermarkets and convenience stores. By becoming an MBDA member you give us even more power and influence in taking our message to our state lawmakers. Greater membership will help us continue to lobby for industry legislation beneficial to beer distributors and defeat those bills which are harmful to you.



## Distributor Recaps

Every distributor reading this should:

- Contact your State Senator and Representative and thank them for permitting you to give your customers even better service by way of single, 6-pack and 12-pack sales. At the same time, tell them why you oppose unlimited beer sales by supermarkets, convenience stores and gas stations. You're a voting constituent and our lawmakers want to hear your concerns.
- If you're not already a member, join MBDA. We make sure your concerns and your voices are heard and understood in Harrisburg.
- Write a personal check to DISPAC, MBDA's Distributors Political Action Committee. This enables us to show support for our state lawmakers who have our interests and goals in mind.
- Come to MBDA's April 25th & 26th Convention at the Crowne Plaza Hotel, King of Prussia. Contact them to make your room reservations by April 10th and send MBDA your registration form before April 10th.

