

# Industry Member Supplier/Producer/Importer

**NABCA MEMBERSHIP:** Meeting your needs  
*Research, Resources, Sales Data, Staff Support, Networking*



## Supplier/Producer/Importer | \$1,500 Annually + case sales

Membership fee is base dues plus case sales fees of \$.015 for D/S 9 liter case, \$.005 per W/V 9 liter case and .00015 of FOB price per 9 liter case.

**NABCA's Industry membership includes any organization engaged in the manufacture, production, or importation of alcohol beverages at the international, national, regional, state, or local market level.**

Opportunities abound for organizations and businesses to experience valuable and insightful discussions on current issues impacting alcohol sales, regulation, policy and enforcement.

NABCA's members receive worthwhile benefits such as networking with control state and industry contacts, acquiring valuable research data, a member login for the website, and receiving NABCA staff support for developing and implementing surveys.

## Member Benefits | Industry members receive...

- Daily News Update
- Legal & Legislative Update
- Listing in Online Contacts Directory
- Online Member Newsletter
- Research Update
- Control State Codes (Free)
- Statistical Data  
(Members pay 1/3 less than Non-members)
- Access to Members-Only Survey Database
- Customized surveys conducted by NABCA staff Publications (Free)
- Annual Symposium on Alcohol Beverage Law & Regulation (Registration fee applies)
- Annual Conference (Registration fee applies)

See next page for descriptions of benefits.



## Member Benefits, continued...

- **Daily News Update** - An E-newsletter with national and international alcohol issues and policy news coverage. *(Value: Receive daily news update on global alcohol issues.)*
- **Legal & Legislative Update** - An E-newsletter highlighting important, current legal and legislative developments. *(Value: Stay on top of legal and legislative topics.)*
- **Listing in Online Contacts Directory** - A directory that lists NABCA members contact information. An organization can opt in to be listed in the directory as well as have access to the listing. Members only may access the contacts directory via the NABCA website. *(Value: Great for networking purposes.)*
- **Online Member Newsletter** - Communication to keep members informed of NABCA activities and benefits. The Member Newsletter is accessible via online. *(Value: The opportunity to communicate with NABCA members and to build a rapport with others in your industry or outside of your industry.)*
- **Control State Codes (Free)** - A unique six-digit number identifying alcoholic beverage brands and sizes sold in the Control States. *(Value: Members receive the code for free, while nonmembers pay \$72 per code. CDC will allow: Centralized and reduced inventories; shorter order lead times; more efficient, cost-effective warehousing; and more accurate sales and depletion data.)*
- **Access to the Members-Only Survey Database** - A compilation of more than 80 surveys covering operational and regulatory information collected from the U.S. and Canadian jurisdictions. *(Value: Information on various alcohol topics from U.S. control and license states as well as Canadian Provinces.)*
- **Statistical Data** (members pay 1/3 less than non-members) - Statistical reports which gives detail sales by brand, container size, class and type of alcohol beverage in Control States. *(Value: Secure ad hoc reports, capable of displaying long term analysis and comparisons, for individual users based upon their needs.)*
- **Research Update** - An email update on alcohol-related scholarly research. *(Value: Stay informed with public health and safety news from researchers and academics.)*
- **Publications (Free)** - NABCA has various publications about the subject of alcohol, including scientific research and white papers. *(Value: Great for education and information about control systems, alcohol regulation, research, legislative issues and other alcohol-related topics.)*
- **Customized surveys conducted by NABCA staff** - Survey questions are sent to NABCA contacts and committees for information as requested. *(Value: Personalized information to meet specific needs regarding specialized alcohol topics.)*
- **Annual Symposium on Alcohol Beverage Law & Regulation** (Registration fee applies) - Symposium on current alcohol beverage legal and regulatory issues, with expert presentations from multiple perspectives, including government officials, attorneys and regulators. *(Value: Networking and educational event for those interested in alcohol regulation, laws and cases. CLE credits available for legal professionals.)*
- **Annual Conference** (Registration fee applies) - A member-only conference that includes a comprehensive business agenda with nationally known speakers, renowned panelists, informative seminars and interactive workshops. *(Value: A forum to interact with colleagues in the Control States and other businesses operating in the alcohol beverage arena.)*





2900 S. Quincy Street, Suite 800

Arlington, VA 22206-2233

T: 703.578.4200

F: 703.824.3451

www.nabca.org

## **CREDIT CARD PAYMENT FORM**

**Please provide the information below for credit card payment processing. NABCA accepts VISA, MasterCard or American Express. Please return to NABCA via our secure FAX line at**

**703-824-3377.**

-----  
**Company Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Invoice Number/Payment Details:** \_\_\_\_\_

**Payment Total: \$** \_\_\_\_\_ **Credit Card Type (circle one):**    **VISA**    **MC**    **AMEX**

**Credit Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_ **CVV:** \_\_\_\_\_

**Cardholder Name:** \_\_\_\_\_  
**(Please Print)**

**Cardholder Signature:** \_\_\_\_\_

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**To receive a receipt, please provide the appropriate recipient information below:**

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**RETURN VIA FAX 703-824-3377**



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## **NABCA ACH Transfer Instructions (for Domestic transfers only)**

### **To Send Payment to NABCA via ACH Transfer:**

Recipient: NABCA  
Routing Number (ABA): **021052053**  
NABCA Account Number: **45931347**  
Bank Address: BB&T (now Truist)  
8200 Greensboro Drive  
McLean, Virginia 22102

### **Payment Remittance Instructions:**

*Please include Invoice # - \_\_\_\_\_  
Funds must be in US dollars and net of bank fees*

### **Questions? Please contact:**

Jay Manimaran, Accounting Supervisor  
c/o NABCA  
703-578-4200 X365  
[jay.manimaran@nabca.org](mailto:jay.manimaran@nabca.org)



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## NABCA Control State Datasets Overview

Statistics for Alcohol Management, SAM, is NABCA's flagship control state data offering. It comprises account level data, depletion data, and state dependent value-added datasets. There are five ways to gain access to SAM: subscribe to the full SAM Dataset, SAM-Lite Dataset, SAM Green Book Dataset, SAM-RAD Dataset or the SAM-RAD-Lite Dataset.

SAM-Lite and SAM Green Book are scaled-down subscriptions to SAM that are offered as alternatives to the full subscription. One user ID is provided per subscription, and additional ID's are priced at \$100 per month per ID. An ID can be used by more than one person, but not simultaneously.

SAM-Lite allows access to the same data as does SAM, but access is limited. SAM Green Book allows access to all SAM data except for account level. SAM-RAD provides proprietary (the subscriber's own products) retail account data via a 3<sup>rd</sup> party provider. SAM-RAD-Lite is a monthly emailed report detailing proprietary account data.

All SAM subscriptions are quarter-to-quarter, billed quarterly in advance, with no long-term commitment required. The price for a full SAM subscription as well as SAM-Lite includes account level data by SKU and all value-added datasets such as Green Books (state reports), Preliminary Monthly Reports (PMR), and warehouse activity data (SAM-IAM). Value-added datasets, but without account level data, are included in a SAM Green Book subscription.

SAM data are delivered monthly and daily, depending upon the dataset, and their subscriptions are billed quarterly in advance, which is different from other NABCA data and report offerings, which are delivered monthly or daily and billed quarterly in arrears. There is no charge for user training and hotline support. Please see the following for descriptions of the datasets included in the four SAM subscriptions.

- Account level data by state

These monthly datasets are often used by field sales personnel and market analysts. Sales by SKU by account for time periods of interest are provided. Five years of historical data plus the current year are available.

Account level data are used to track market penetration and store placements, to identify major accounts, to measure the effects of promotions, and to create competitive sets. Account level data includes pricing information by SKU for the time periods spanned by the data. All control states, except Michigan, New Hampshire, Pennsylvania, and Utah, report sales by calendar month. Michigan, New Hampshire, and Utah report sales based upon 4-4-5 week fiscal quarters, and Pennsylvania reports sales based upon 4-5-4 week fiscal quarters.



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- Daily Account Level Data: Available for all states except MI and VA (VA available August 2021). The content of these account level datasets is similar to the monthly account level data described above. There are two differences between the two: these datasets report daily sales by account versus monthly for those described above; and these include two years of data plus current year versus five years of data plus current year for the above.

- NC Account Level Data: (62 large boards in NC, on/off premise by store/account level)

Store and on-premise licensee level sales detail for 62 boards is included in this dataset. These boards account for 71% the state's total business and 80% of its on-premise volume.

- Green Book data: (depletion data)

Green Book data is the official “audited” monthly sales from each state. Analysts, as well as marketing and sales reps use these datasets, which include state level volumetric and pricing data by SKU. These data span the time period from January, 1999, to the present and are used to track brand performance within the control states as well as measuring regional product performance. The effects of pricing actions at the state level can be measured. The length and quality of this series makes it ideally suited for trending.

- SAM IAM: (inventory analysis and management data)

SAM IAM contains SKU level daily warehouse activity data that are updated each morning. With few exceptions, this dataset contains the prior workday’s inventory positions as well as receipts, withdrawals, and adjustments.

- PMR Models: (Preliminary Monthly Reports)

PMR data are an excellent early source for information from which to create an end-of-month FLASH report. Models are created and made available for SAM users upon receipt of the data from which a state’s Green Book will be prepared. This dataset contains sales by SKU at the state level for all products except those that are new in the current month

- PA SLO Data (PA special liquor orders with account-level detail)



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- PA Weekly On- and Off-Premise Sales and Pricing Data

Pennsylvania's sales reporting periods do not overlay its week-based SPA promotional calendar. This dataset allows users to measure the effects of pricing actions by reporting weekly 9-liter case sales and prices

- Ohio Store Sales: (Monthly total sales by agency to consumers and on-prem accts with no account level detail)

Typically, sales associated with a retail outlet include consumer take-aways only. Sales to on-premise licensees are not reported in order to eliminate double counting these sales, which are reported by on-premise account. This model shows retail outlet total sales, which comprise consumer take-aways as well as sales to on-premise licensees.

- Alabama Store Inventory Model (Daily snapshot of store inventories and rolling twenty-eight days of sales)

This model is built each day and reports, by store, product inventory by SKU as well as rolling twenty-eight days of sales to consumers and on-premise licensees by account. Warehouse depletions to independent retailers are also included.

Additional Notes:

- Oregon Account Level: The sum of Daily Sales files, not necessarily a match with Oregon's audited Greenbook data
- Montgomery County Store Level: Store level sales not broken down by on/off premise (on-prem licensees can buy through the stores)
- Maine BABLO: Maine on premise account purchases. This is a separate model built from Maine Account level.

Other information about the control states:

- There are eighteen major control jurisdictions (Alabama, Idaho, Iowa, Maine, Montgomery County Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, Wyoming) in the United States that account for nearly 24% of the beverage alcohol industry's business.
- Six control jurisdictions (Montgomery County Maryland, Mississippi, New Hampshire, Pennsylvania, Utah, Wyoming) are the sole wholesalers of wines and spirits.





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- Eleven control jurisdictions (Alabama, Idaho, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia) have retail outlets; seven (Iowa, Maine, Michigan, Mississippi, Montana, West Virginia, Wyoming) do not have retail outlets and are wholesalers only.
- Twelve jurisdictions (Alabama, Idaho, Maine, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia) set retail prices for products sold within their geographical boundaries; the other six establish wholesale prices for products sold to retailers doing business with the states.
- Account level (retail and on-premise licensee) monthly sales data are available for fifteen control jurisdictions – Alabama, Idaho, Maine, Michigan, Mississippi, Montgomery County MD, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, Wyoming.
- Sales data from Iowa, Maine, Montana, and West Virginia are interpreted as warehouse depletions to retailers who sell to consumers and on-premise licensees.
- Historical pricing information for products sold in the control states is available.



# NABCA DATA-BY THE NUMBERS

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## THERE ARE EIGHTEEN CONTROL JURISDICTIONS

Alabama, Idaho, Iowa, Maine, Montgomery County, Maryland, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, and Wyoming in the United States that account for nearly 23% of the beverage alcohol industry's business.

06

## SIX CONTROL WHOLESALE

Montgomery County Maryland, Mississippi, New Hampshire, Pennsylvania, Utah, and Wyoming are the sole wholesalers of wines and spirits.

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## ELEVEN CONTROL RETAIL & WHOLESALE

Alabama, Idaho, Montgomery County Maryland, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, and Virginia have retail or agency outlets. Reported sales in these jurisdictions are direct sales to consumers (retail) and sales to licensees (wholesale).

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## MARKETS PROVIDE ON-PREMISE ACCOUNT DATA

On-Premise account data is available in all control markets except for Iowa, Montana and West Virginia.

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## DAILY DATA

As of January 2021, all states except Michigan and Virginia provide daily account level data.

1

## DATA ACCURACY

Cowen Inc., cites our data as #1 "...we view NABCA more reliable given it captures both on- and off-premise trends." The Cowen Insight, March 5, 2018.

15,500

RETAIL  
ACCOUNTS

76,000

LICENSEE  
ACCOUNTS

59,200,000

9-LITER CASES  
OF SPIRITS



	Full SAM Access	SAM-Lite Access	SAM Green Book	Standard Data Set	SAM RAD-Lite
ProDiver	✓	✓	✓		
DivePort	✓	✓	✓		
Account Level	✓	✓		✓	✓
Competitor Data	✓	✓		✓	
Green Book Data	✓	✓	✓	✓	
Inventory Data	✓				
Daily Data	✓			✓	
Monthly Data	✓	✓	✓	✓	✓
Quarterly Data	✓	✓	✓		
Report Only					✓

## FULL SAM SUBSCRIPTION

The full SAM subscription includes access to all details available from a state including Greenbook, and account level data and inventory. Access is available through ProDiver, DivePort and Standard Data Sets. Subscribe to 10 markets and receive the remaining eight at no charge.

## SAM-LITE

SAM-Lite provides limited access to Greenbook and account level data through DivePort only.

## SAM GREEN BOOK

SAM Greenbook includes product level data from January 1999 until present. Access is available through ProDiver, DivePort or Standard Data Set.

## STANDARD DATA SET

Standard Data Sets are available either directly via SFTP or through 3rd party data providers. Pricing is subject to subscription level and can include Greenbook and Account Level.

## SAM RAD-LITE (RAD = Retail Account Data)

SAM RAD-Lite is an excel file emailed at the close of each markets monthly sales. Data includes CM/PYM, YTD/PYTD and 12M/PY12M in bottles or cases. Subscriber's SKUs only.



**NABCA**

NATIONAL ALCOHOL BEVERAGE  
CONTROL ASSOCIATION

# Membership and Benefits

Meeting your needs with Research, Resources,  
Sales Data, Staff Support, Networking



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# About NABCA

**E**stablished in 1938 and headquartered in Arlington, VA, the National Alcohol Beverage Control Association (NABCA) is the only trade association of its kind representing Control Systems – those jurisdictions where the state or local government directly controls the wholesale and/or retail of beverage alcohol within its borders.

NABCA's **vision** is to be a global leader with resources and expertise in alcohol policy, regulatory practices and market information and analytics. The Association strives to have a talented, dedicated and diverse workforce, which uses state of the art technology to achieve its mission. The Association aggressively recruits new members, customers and partners to strengthen its influence and sustainability.

NABCA's **mission** is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

In carrying out its mission, NABCA has the following objectives:

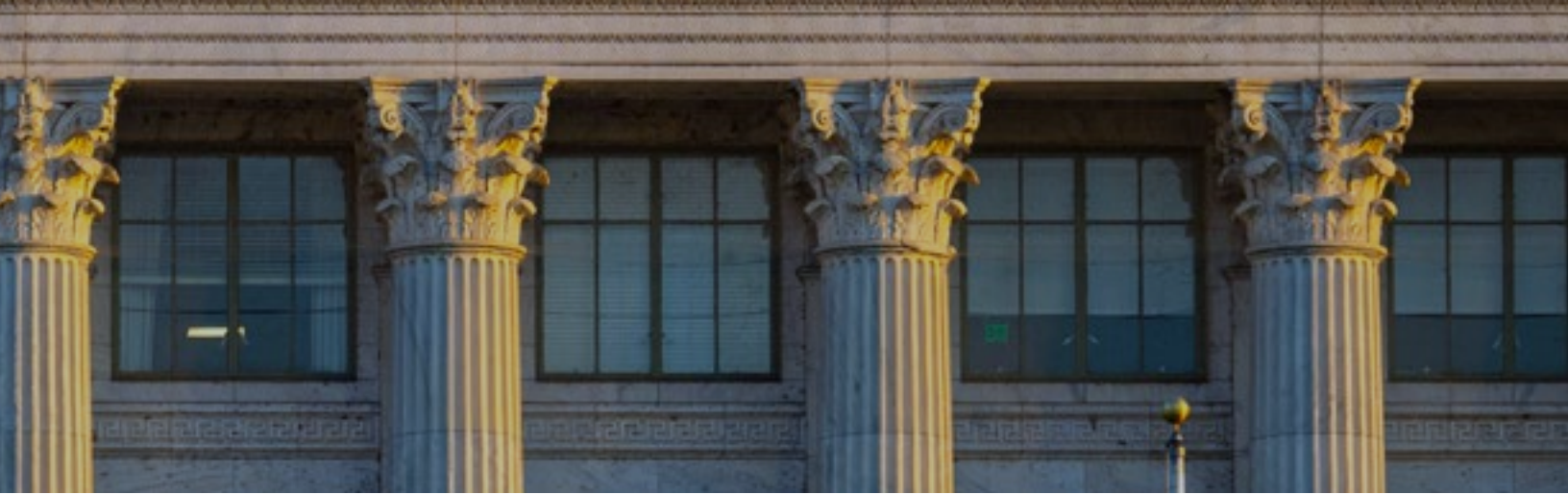
**RESOURCES** - Provide resources and research on regulatory, operational, policy and public health and safety issues to member jurisdictions and other organizations.

**SYSTEMS AND DATA** - Create and distribute member jurisdiction sales, inventory and pricing data for governmental entities, industry, public health and other organizations.

**RELATIONSHIPS** - Cultivate relationships between member jurisdictions, governmental entities, public health and safety, industry, media and other organizations to encourage and facilitate communication and collaboration.

NABCA is not an advocacy organization and as such does not take a position on state legislation or policy proposals.





## Why Become a NABCA Member?

- Provides networking opportunities to build relationships and access for doing business with control jurisdictions, which represent almost 23% of the distilled spirit's market. NABCA members include manufacturers, legal firms, accounting services, shipping companies, public health and safety organizations, international agencies and a breath of other organizations involved in the beverage alcohol arena.
- Connects you with educational and networking events that address important alcohol issues. (Annual Conference, Legal Symposium on Beverage Alcohol Law and Regulation)
- Serves as a credible source for alcohol policy, research and state operational data, including regular legislative reports and daily beverage alcohol news.
- Offers free webinars by expert speakers that cover relevant and timely topics about beverage alcohol that supplement learning and networking events.
- Delivers NABCA staff support for developing and conducting customized surveys about alcohol regulation and policy data in key topic areas as well as a jurisdiction's operational practices.
- Allows for purchasing data products and reports at a discount.
- Offers free control state codes (products sold in control jurisdictions).
- Grants access to NABCA's exclusive, member's only online contacts directory .

NABCA and its members are connected by the commonality of responsible regulation and sale of beverage alcohol, a legal product that is different from other commodities considering it can cause harm.



# Membership

## Categories, Definitions and Overview

**ALLIED** – All organizations or persons not defined as NABCA Government, Industry or Public Health/Research/Academic members that have an interest in NABCA. (Businesses in this category include technology firms, legal firms, shipping compliance companies.)

**ALLIED ASSOCIATION** – Any international, national, state or local association of the members identified above.

**GOVERNMENT** – All International, Federal, State, Territorial, Native American, County and Municipal government agencies responsible for controlling or regulating the manufacture, distribution and/or sale of alcohol beverages.

**GOVERNMENT ASSOCIATION** – Any international, national, state or local association of government members identified above.

**INDUSTRY SUPPLIER/PRODUCER/IMPORTER** – Any organization engaged in the manufacture, production or importation of alcohol beverages at the international, national, regional, state or local market level.

**INDUSTRY WHOLESALER/BROKER** – Any businesses engaged in the distribution or brokerage of alcohol beverages at the international, national, regional, state or local market level.

**INDUSTRY RETAILER** – Any business engaged in the sale of alcohol beverages at the international, national, regional, state or local market level.

**INDUSTRY ASSOCIATION** – Any international, national, state or local association of industry members identified above.

**PUBLIC HEALTH/RESEARCH/ACADEMIC** – All organizations or persons that provide services, are engaged in initiatives or conduct research that relates to alcohol policy.

**PUBLIC HEALTH/RESEARCH/ACADEMIC ASSOCIATION** – Any international, national, state or local association of the public health and research members identified above.





# Relationships

NABCA offers the following events to network and build relationships:

**ANNUAL CONFERENCE** – The Annual Conference is held in May of each year and NABCA members are invited to attend. A comprehensive business agenda presents nationally known speakers, renowned panelists, informative seminars and interactive workshops. Past conferences have proven valuable to members as a forum to interact with colleagues in the Control Jurisdictions and in the alcohol beverage industry.

“Good, informative presentation by two folks I see regularly on TV who are rational and knowledgeable.”

Annual Conference attendee

**ANNUAL LEGAL SYMPOSIUM ON BEVERAGE ALCOHOL LAW AND REGULATION** – In March, NABCA hosts an annual symposium on alcohol beverage legal and regulatory issues. The symposium offers perspectives from key government officials, attorneys and regulators regarding current issues facing all segments of the alcohol beverage regulatory and legal communities.

“Excellent representation of the law as well as insiders from the industry and regulatory arena.”

“Great way to earn ethics credit!”

Legal Symposium attendees

**ADMINISTRATORS CONFERENCE** – Administrators Conference attendees include control system officials from the communications, education, regulatory, operations, warehouse, retail and information technology disciplines as well as industry representatives. Held each October, the event offers workshops, committee meetings and networking opportunities to stay abreast of new initiatives and to discuss common challenges and successes.

**OTHER MEETINGS** – NABCA leadership collaborates with members and partners in several ways, including attendance and presentations at international, national and state gatherings of government, regulatory, public health, and industry organizations.



# Resources

**STAFF SUPPORT AND TECHNICAL ASSISTANCE** – NABCA assists its members with developing and conducting customized surveys about alcohol regulation and policy, participating in educational presentations, creating organizational connections and identifying and finding scientific research about subject matters impacting beverage alcohol.

NABCA also provides help-desk assistance for companies that purchase control state data and reports. These companies receive prompt attention to questions and requests.

**PUBLICATIONS** – NABCA has several publications available about control systems, alcohol beverage regulation and the alcohol beverage industry. These resources include educational initiatives about alcohol harms and prevention, international studies, reports about other government-run systems and white papers (e.g., powdered alcohol, the three-tier system, Sunday alcohol sales and wet/dry counties).

**DAILY NEWS UPDATE** – Each business day, NABCA staff sends an email containing national and international news covering various and relevant topics of interest to the alcohol beverage community.

**LEGISLATIVE UPDATE** – NABCA staff regularly researches and sends communication about beverage alcohol issues that are being-addressed by legislatures across the United States.

**ONLINE CONTACTS DIRECTORY** – NABCA maintains an Online Contacts Directory that provides up to date contact details for members to interact with each other. This member’s only directory includes information about alcohol regulatory agencies in all 50 states, Canadian provinces and international organizations. Also listed are supplier and broker contacts, legal and accounting firms, research and educational institutions and other businesses.

**THE COLLECTION: AN ALCOHOL RESEARCH SUMMARY** – Alcohol regulation should be guided and supported by the science. NABCA has partnered with the alcohol research experts at the Alcohol Research Group (ARG) to provide its members with a comprehensive overview of the latest scientific evidence on important topics related to alcohol policy. This resource, formerly named the Annotated Bibliography, seeks to help states:



- Understand the evidence on alcohol-related harms.
- Identify effective policies to reduce the harm associated with alcohol.
- Evaluate and improve their existing alcohol regulatory systems.
- Determine where more research is needed.

**WEBINARS** – NABCA hosts numerous educational webinars throughout the year where expert panelists discuss and present various topics of interest regarding beverage alcohol policy, enforcement, regulation, trade practices and other trends.

**“I just wanted to thank you for the awesome webinar this week! It was really well done.”**

Webinar participant

**WEBSITE** – NABCA’s website is a comprehensive policy and information resource for beverage alcohol content. Some of the topics are publicly available, while other resources are exclusive to members. The website provides members access to their individual portal to view and update contact information, register for events and review invoices. It also allows members access to current and past conference presentations and materials. Further, the website provides a way to purchase Control Jurisdiction reports, order Control State Codes and research control systems.

**POLICY SURVEILLANCE** – NABCA strives to be a credible repository of beverage alcohol information. Staff closely monitors federal, state and local alcohol litigation and related policy and procedural topics of importance that address the handling of beverage alcohol positions and resolutions in the marketplace. While NABCA is not an advocacy organization, staff are available to help with understanding the regulatory and policy landscape.

Members get access to NABCA’s comprehensive Survey Database, which details trade practices, licensing/licensee standards and other important beverage alcohol regulatory operations throughout the U.S. and the Canadian provinces.

NABCA staff works to stay current on marketplace changes that impact alcohol regulation. During the COVID-19 pandemic, an interactive dashboard tracked daily beverage alcohol policy changes through executive orders.





# Sales Data

**T**wenty-five years ago, statistical data sales represented less than 25% of NABCA’s revenue stream. At that time, the Board of Directors requested NABCA staff to expand statistical data reports to create a “product” in the hopes of generating a more significant revenue stream. The creation of NABCA’s data products has allowed the association to increase its services to control states and industry members.

NABCA regularly publishes numerous statistical reports that detail sales by brand, container size, class and alcohol beverage type. Reports span a granularity spectrum from sales by retail outlet and on-premises licensee to sales by Control Jurisdiction. Ad hoc reports, capable of displaying long-term analysis and comparisons, are prepared for individual users based upon their needs using the NABCA database.

Because the Control States represent 23.0% of the distilled spirits market in the United States, comprehensive sales information generated in a timely and consistent manner can prove invaluable as a market research analysis tool.

NABCA’s Statistics for Alcohol Management Data Warehouse (SAM) is a data warehouse with a graphical, online analytical processing (OLAP) front-end that delivers instant access to monthly and daily account-level information and more than five years of historical sales data. Account-level sales and warehouse inventory are maintained at the SKU level.

**“NABCA data is a good indicator of underlying trends.”**

Goldman Sachs

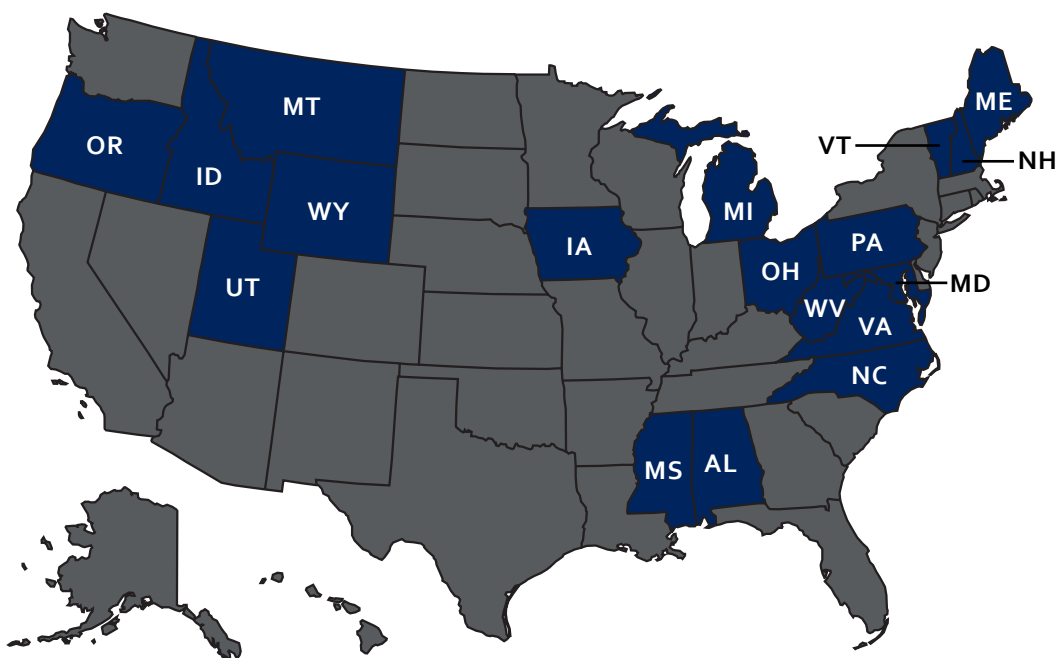
**“We rely on NABCA’s monthly data to improve the accuracy of our US sales forecasts for publicly traded wine and spirits companies. While NABCA does not include all US states, the comprehensive channel coverage relative to other syndicated data sources provides a valuable indicator for national company and category trends.”**

Sell Side Beverage Analyst

# Control Systems

The 18 control jurisdictions across the U.S are: Alabama, Iowa, Idaho, Maine, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, West Virginia, Wyoming and Montgomery County, Maryland.

These international control systems also engage with NABCA: Canadian Provinces, Systembolaget (Sweden), Board Bia (Ireland), Vinmonopolet (Norway), The State Alcohol & Tobacco Company of Iceland (ATVR) and others.



- Control jurisdictions represent approximately 24.7% (Census Bureau; 2019 Liquor Handbook, Beverage Information Group) of the nation's population and account for roughly 23.0% (2019 Liquor Handbook, Beverage Information Group) of distilled spirit sales and a significantly smaller percentage of beer and wine sales.
- Control jurisdictions also provide a regulatory environment that can mitigate the ever-present risks and costs of alcohol misuse to the individual and the community.
- Control jurisdictions reflect the public commitment to moderation and serve as a vehicle for balance between alcohol profits and public wellbeing through dedicated enforcement resources, promotion of alcohol education and awareness programs to support that commitment.



# Membership Application

**We invite you to become a member of NABCA and complete an online membership application at**

**<https://www.nabca.org/become-member>**

**For questions about membership, contact Lisa Dixon at**

**[lisa.dixon@nabca.org](mailto:lisa.dixon@nabca.org) or [nabca.info@nabca.org](mailto:nabca.info@nabca.org)**



## Membership and Benefits

Meeting your needs with Research, Resources,  
Sales Data, Staff Support, Networking

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