



CRAFT MEMBERSHIP PROGRAM



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

distilledspirits.org

RESPECT THE CRAFT

Small companies with big dreams built America's success. Craft distillers in this country continue to drive innovation, push the industry forward and introduce new products to consumers. More than 85 percent of the Distilled Spirits Council of the United States' (DISCUS) members are craft distillers, like you, and they continue to be the fastest-growing segment of the organization's membership.

WHO WE ARE

DISCUS is the U.S. spirits industry's top advocate in Washington, our nation's state capitals and around the globe. We are the voice of spirits producers in Washington and state capitols across the nation, craft distillers and supply chain partners in the halls of power, making sure key policymakers hear your stories and know your policy agenda. Our mission is to unite distillers, producers and suppliers of all sizes to speak with a single, powerful voice. And when we talk, lawmakers listen.

ADVOCATE

on legislative, regulatory and public affairs issues impacting the distilled spirits sector at the federal, state, local and international levels.

PROMOTE

the distilled spirits sector, raising awareness and opening markets in the United States and around the globe.

ENCOURAGE

responsible and moderate consumption of distilled spirits among those who choose to drink as part of a healthy adult lifestyle guided by evidence-based research and policy.

Craft distillers turn to DISCUS because we are the industry's trusted advisers, using every tool available to help you thrive, grow your business and tell your story on a national stage.

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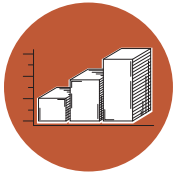
America's craft distillers are the heart, soul and economic vitality of the spirits industry in this country. We're your business resource, policy powerhouse and advocacy muscle – and no other organization will fight as hard as us in the halls of power to make sure you're positioned for success.

— Chris Swonger,
president & CEO of DISCUS



WHAT WE PROVIDE

DISCUS is the premier, national trade association for spirits distillers of all sizes and serves as a one-stop advocacy and business resource shop for craft distillers in America -- providing expert state-level advocacy and exclusive business intelligence and access to boost your bottom line and help your company compete.



Data.

Gain access to actionable industry data and secure the business intelligence you need to succeed.



Insight.

Real-time state and federal issue tracking and legislative updates.



Access & Influence.

Interact with industry leaders, key policymakers and government officials from TTB, the Administration and Congress to shape the debate on mission-critical issues that can determine the success of your business.



Summary of State Laws & Regulations.

Access our members-only nationwide database for current laws, regulations and rulings displayed in an easy-to-use interactive website to help you navigate complex legalities.



State-Level Advocacy.

Our Spirits United platform paired with our extensive lobbying infrastructure in state capitals across the nation make DISCUS a state advocacy powerhouse – and a mighty member of your team.



Best Practices.

Exclusive, in-depth webinars, white papers and other content on mission-critical issues large and small, featuring our policy experts and industry leaders.



Market Promotion.

Over 95% of the world's consumers live outside the United States—through the USDA's Market Access Program, DISCUS creates significant opportunities for craft distillers to introduce their products to those consumers and gain footing in key international markets.



Exclusive DISCUS Products.

Connect to our online Member Portal, a tool that puts you a click away from essential business resources like our Recommended Fire Prevention Practices for Distilled Spirits Beverage Facilities, Association Healthcare information, discounts on key services, webinars, white papers, industry news and much more.



WE GET THINGS DONE

Across this country – in state houses and on Capitol Hill – forces work to advance policies that could harm your business. That's why we work tirelessly – and closely with our members – to fight for progress on policies that help your company, and our industry, succeed. We cultivate relationships of trust with third-party organizations, key lawmakers and government agencies to get things done for our members.

And because of our unwavering work ethic and strategic relationship building, we've secured major legislative and regulatory wins.

RECENT POLICY WINS

- ✓ Leading successful efforts to rollback Sunday spirits bans in 22 states
- ✓ Improving tasting laws in 37 states
- ✓ Secured permanency of the Craft Beverage Modernization and Tax Reform Act making the federal excise tax reduction permanent
- ✓ Saving over \$500 million in sales every year by defeating taxes
- ✓ Since 2014, DISCUS' Market Access Program activities have resulted in nearly \$7.9 million in new exports in a little over a decade.
- ✓ Developing and supporting responsibility initiatives to continue progress on reducing drunk driving and underage drinking

OUR CRAFT ADVISORY COUNCIL GIVES YOU A SEAT AT THE TABLE

DISCUS' craft distiller-focused policy stances and programmatic offerings are guided, and constantly enhanced, by input from our craft distiller members. Through our Craft Advisory Council, select members are nominated and elected by the larger membership to represent craft distillers' positions on the DISCUS Board of Directors and committees as well as work on key policy issues to enhance the membership experience. Craft Advisory Council members are nominated and elected by the larger membership to help form the industry's policy stances at the federal, state and local levels and shape the debate on mission-critical issues that can determine the success of your business.

DESTINATION DISTILLERY

The Distilled Spirits Council of the United States has launched a one-of-a-kind website to craft your perfect spirited adventure: Destination Distillery™

Destination Distillery is the ultimate guide to American distilled spirits. This unique resource encourages exploration across the entire United States with the goal of visiting distilleries both famous and lesser known. Destination Distillery is the best way to uncover amazing stories of distilling and how they are intertwined with American history.

VISIT

www.DestinationDistillery.com

to learn more

RESERVE BAR

ReserveBar, a leading e-commerce platform for premium and luxury beverage alcohol, has officially partnered with Destination Distillery. This collaboration enables consumers to purchase premium brands from the Destination Distillery website, promoting the full lifecycle of spirits tourism and supporting the growth of distilleries nationwide. Brands that are active on both Destination Distillery and Reserve Bar are able to participate in this partnership, enhancing the shopping experience for consumers and making it easier for them to discover new products and sites to visit across the country.

Sign up for craft membership with the Distilled Spirits Council of the US and receive a 50% discount on your fee to sign up with Reserve Bar.



ADVICE FROM LEGAL

The DISCUS Legal Department analyzes federal and state laws and regulations impacting the distilled spirits industry; provides legal and regulatory guidance; advocates for modernization of regulations; and manages the DISCUS Committees outlined below.

KEY PRIORITIES AND WAYS TO ENGAGE:

REPRESENTS

industry with regulators, including: TTB, FDA, CBP, EPA, FTC, DOT, OSHA and can help assist or troubleshoot regulatory or product development issues your business may be facing

MANAGES

the DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing and can help provide guidance on complying with the Code's provisions for your spirits advertising and marketing

RUNS

the Safety & Risk Management Committee, which publishes the DISCUS Fire Protection Manual, and can assist with questions regarding local fire codes or building/warehouse design

THE BOTTOM LINE

Our team of best-in-class government affairs specialists, policy experts, lawyers, economists, scientists and communications professionals are at your service – fighting every day to create a political climate and policy environment that strengthens your business and the spirits economy in the United States.

There's only one place America's craft distillers can find the unrivaled individual service, unmatched business resources, unequalled industry access and unbeatable advocacy might – the Distilled Spirits Council of the United States.

Contact Membership Team:

membership@distilledspirits.org

