



1 MANUFACTURERS

Craft brewers, importers and global mega brewers produce hundreds of varieties of beer resulting in more than 13,000 brands of beer being delivered for your enjoyment by California's beer distributors. California is the **Number One** market for beer sales in the country. California has over 320 breweries and is second in the nation in total beer production.

BEER DISTRIBUTION IN CALIFORNIA... A 3 STEP PROCESS

as prescribed by law



2 DISTRIBUTORS

Through a state licensed and regulated system, California beer distributors market, sell and **deliver over 709,000,000 gallons** of beer a year to licensed retailers across the state. In both developed and third world countries, the alcohol beverage industry has fallen victim to the infiltration of counterfeit products in Europe and poisonous products elsewhere. California does not have these problems because it has a time-tested, state regulated and transparent system in place for alcohol distribution that effectively protects Californians.

3 RETAILERS

72,000 licensed retailers sell beer to California consumers for consumption at home or on-premise. Beer can be found in off-premise retail locations including neighborhood grocery, convenience stores and corner markets. Beer is also sold in on-premise locations such as bars, restaurants, and sporting and entertainment venues.



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