

Big Alcohol

Controls Government and Regulation, For Now



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Alcohol Justice

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California **Alcohol Policy Alliance**



Who promotes all this drinking?

Big Alcohol

- Retail Sector – corner stores, bars, restaurants, on-sale and off-sale
- Distributor Tier – Beer Wholesalers, Wine and Spirit Distributors
- PRODUCERS – Brewers, Wine corporations, Distillers
- Trade Associations
- Advertisers



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How do they control government?

Money and Power

- Campaign Donations
- Paid Lobbyists
- Initiatives at \$10 m +
- PACs
- Trade Associations
- Advertising promoting drinking and brands
- Access to Legislators



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Let's make it personal

Who is Big Alcohol?

There are Associations, Corporations and Real People Behind Big Alcohol.

These are the individuals who financially benefit from alcohol consumption throughout the world.



09/29/11

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Drybar Bill

We fought it



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Drybar Bill

Who **GAINED**?

Alli Webb:

Smug co-owner
and founder of
Drybar



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We Beat Powdered Alcohol

**Niche product Palcohol developer:
Mark Phillips**

“When I hike, kayak, backpack... I like to have a drink when I reach my destination.”



“Craft Brews” at Organic Farmers Markets – “Artisanal Spirits” at Wineries



**Assemblyman
Marc Levine
(Marin) & Cal.
Craft Brewers
Association &
Cal. Artisanal
Distillers Guild**



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Craft Brews are Big Alcohol Too!

NUMBER OF BREWERIES

Historical U.S. Brewery Count

Slide the bar at the top of the graph to see number of breweries from 1873 to present day.



The Biggest “Craft Brewer” Fought & Won 2017 tax breaks

Jim Koch – Founder Boston Beer / Sam Adams



Senator Wiener Announcing Reintroduction of 4 a.m. Bar Bill. 11/28/2017



But Who is Behind It?

Mayor's of Nine Cities:

San Francisco, Los Angeles, West Hollywood, Oakland, Sacramento, Long Beach, Palm Springs, Coachella, Cathedral City.

Others:

Local 2 Unite Here

Uber, Lyft, taxi association

Hospitality Industry (hotels, convention centers)

San Francisco and LA night club owners



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REALLY MAYOR GARCETTI ?!

4 a.m. Bars for the Olympics?



Gov. Gavin Newsom Might Sign 4 a.m. PlumpJack Wines – restaurants, wineries, retail



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PlumpJack Expansion

Most sold back to Gordon Getty

1992 – PlumpJack Wine & Spirits, Marina location

1995 – PlumpJack Squaw Valley Inn

1995 – PlumpJack Cafe, Squaw Valley

1995 – PlumpJack Balboa Cafe, San Francisco

1997 – PlumpJack Estate Winery

2001 – PlumpJack Wine & Spirits, Noe Valley location

2001 – MatrixFillmore

2002 – PlumpJackSport, Squaw Valley

2003 – The Carneros Inn*

2004 – The Boon Fly Café*

2006 – FARM at The Carneros Inn*

2007 – PlumpJackSport at The Carneros Inn*

2007 – The Orchard Residences*

2007 – CADE Estate Winery

2008 – Balboa Cafe Mill Valley

2012 – Odette Estate Winery

2015 – Forgery

2015 – VERSO

2015 – Winery on Howell Mountain (Name TBD)

2016 – Hideaway Carmel

2016 – Wildhawk Bar

2016 – Melvyn's Restaurant, Palm Springs

2016 – Ingleside Inn, Palm Springs



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Gavin Newsom's Biggest Donors

Who knew? – Corporate money

Pritzker

Getty family

(Gordon Getty co-owner)

Fisher

Marcus

Swig

Wilsey and Trainer

Susie Tomkins Buell

Gugenheim



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Lets get to Big Alcohol's Front Groups



National Beer
Wholesalers
Association

Alcohol Policy Alliance



Front groups for Big Alcohol



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG



International Center for Alcohol Policies
Analysis. Balance. Partnership.

Sponsors of the International Alliance for
Responsible Drinking



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Big Alcohol

Diageo: Spirits & Wine

DIAGEO

- ❑ HQ: England
- ❑ Top spirits producer
- ❑ Connected to tobacco / wine/ beer
- ❑ Smirnoff, Hennessy, Moët & Chandon, Guinness...n
- ❑ BROADLY OWNED by shareholders



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Big Alcohol

Constellation: Beer, Wine, Spirits, Pot

- ❑ HQ: United States
- ❑ Selling off its wine
- ❑ Entering liquid pot business
- ❑ Got thrown numerous brands as ABI grew and absorbed companies
- ❑ Part owner of Mexican brands



Constellation Brands



Big Alcohol

Ivan Menezes CEO



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Big Alcohol: Millers in US now part of Molson Coors



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MOLSON COORS

A troubled history

- Anti-union history
- Mexican American discrimination
- Homophobic activities
- Supports Heritage Foundation, American Enterprise Institute
- Family funded John Birch Society



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Molson Coors CEO Mark R. Hunter



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Anheuser-Busch InBev

The Biggest of BIG ALCOHOL



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Anheuser-Busch InBev CEO Carlos Alves de Brito



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Anheuser-Busch InBev

Carlos Brito talks merger in Senate

The Senate's concerns were only how the merger would affect craft brewing and ABI's vow to take over distribution.



Alliance

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Anheuser-Busch InBev

More beer talk in the Senate



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Anheuser-Busch InBev – 3G Capital Group 20%

**Carlos Alberto Sicurpira, Jorge
Paulo Lemann, Marcel Telles**



Anheuser-Busch InBev – over 25%

*The Richest “Noble” families of Belgium:
Alexandre Van Damme, De Mévius and
Gregoire de Spoelberch*



No photo
available



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Anheuser-Busch InBev goes Pink



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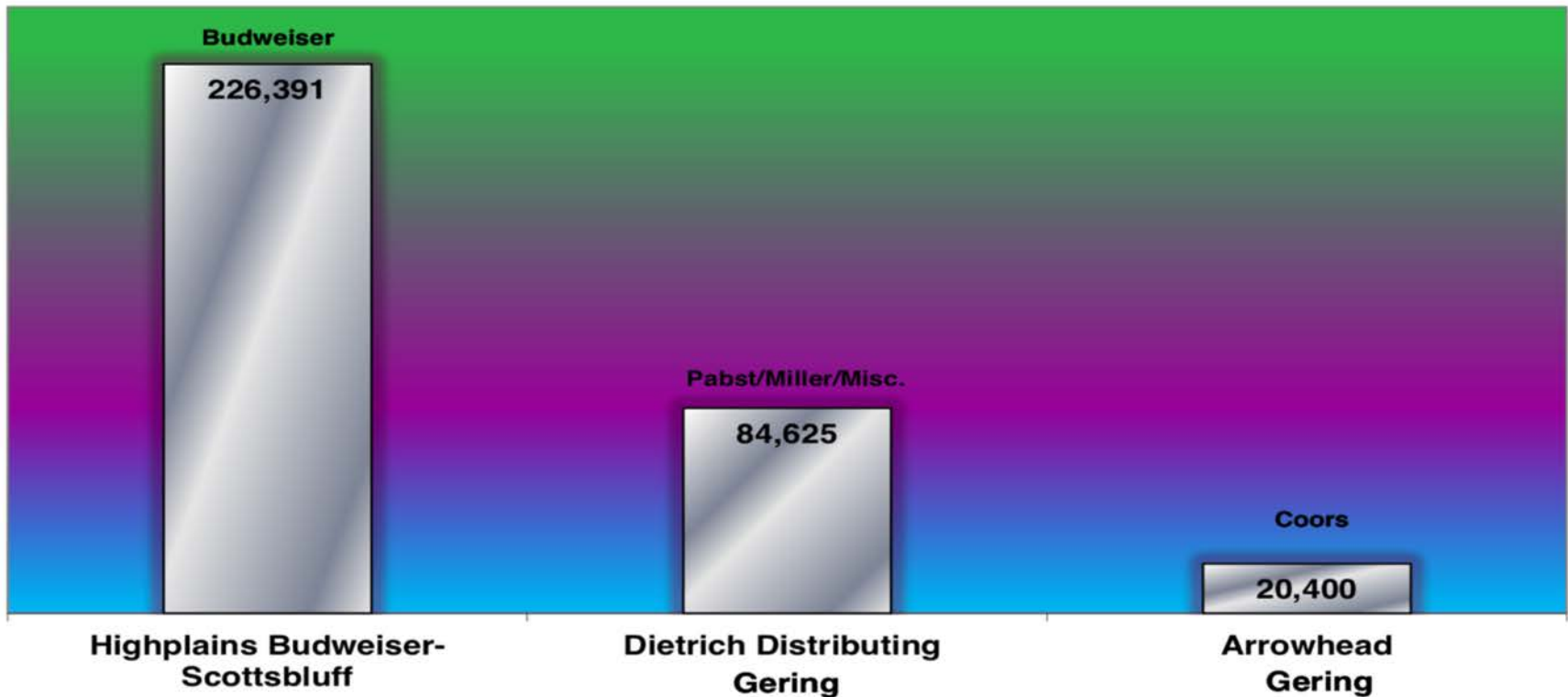
Anheuser-Busch InBev Worst Offender in Whiteclay



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Anheuser-Busch InBev Worst Offender in Whiteclay

Wholesale Ranking by Gallons to Retailer - 2015
Whiteclay





**ABI's
Distributor
*Jeffrey
Scheinost***

**Worst Offender
in Nebraska**



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Anheuser-Busch InBev

Quick stats 2017

500 brands

5% revenue growth (led by Corona)

\$56 Billion revenue worldwide

20% of beer market worldwide

46% beer market share US

\$1.5 Billion advertising in the US

\$370 Million advertising for Budweiser alone

55% of Super Bowl audience drinks beer watching



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Big Alcohol's Tactics

- **Consolidate** into multinational conglomerates
- **Target** vulnerable populations such as youth
- **Lobby** to undermine effective public policy
- **Misdirect** with voluntary, self-regulation charade
- **Public relations** that blames parents, drinkers
- **Fund** alternative science, “responsibility” programs



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Big Alcohol Measured Media Spending US

\$2.067 billion

2014 US Advertising (in millions)	Spirits	Wine	Beer
Print/Outdoor	209	54	149
TV/Cable	302	30	976
Radio	11	3	32
Internet	27	2	37
Hispanic	<u>15</u>	<u>.3</u>	<u>224</u>
Overall Spending	563	88	1,417



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Threat: Youth exposed to celebrity sponsors

Budweiser
MADE IN AMERICA

SATURDAY 9/1	
ROCKY STAGE	LIBERTY STAGE
JAY Z 7:30 - 11:00PM	SKRILLEX 8:30 - 9:30PM
MIKE SNOW 7:45 - 8:30PM	DIRTY PROJECTORS 7:00 - 7:45PM
PASSION PIT 4:15 - 7:00PM	JANELLE MONAE 4:15 - 5:00PM
D'ANGELO 5:00 - 5:45PM	PRINCE ROYCE 2:45 - 3:30PM
MAYBACH MUSIC GROUP 3:30 - 4:15PM	
GARY CLARK JR. 2:00 - 2:45PM	
	FREEDOM TENT
	CALVIN HARRIS 7:00 - 8:30PM
	FUNKAGENDA 5:40 - 6:40PM
	MICHAEL WOODS 4:30 - 5:20PM
	OTTO KNOWS 3:30 - 4:00PM
	SAVOY 2:40 - 3:10PM

SUNDAY 9/2	
ROCKY STAGE	LIBERTY STAGE
PEARL JAM 7:00 - 11:00PM	X 8:15 - 9:00PM
DRAKE 7:15 - 8:15PM	ODD FUTURE 6:30 - 7:15PM
RUN DMC 5:45 - 6:30PM	RITA ORA 3:30 - 4:15PM
JILL SCOTT 4:15 - 5:00PM	THE HIVES 2:00 - 2:45PM
SANTIGOLD 2:45 - 3:30PM	
	FREEDOM TENT
	AFROJACK 7:40 - 9:00PM
	ALESSO 6:30 - 7:20PM
	DJ SHADOW 5:00 - 6:00PM
	BETATRAXX 4:00 - 4:40PM
	BURNS 3:20 - 4:00PM
	THE KNOCKS 2:40 - 3:20PM
	MILKMAN 2:00 - 2:40PM

ALL TIMES AND ARTISTS ARE SUBJECT TO CHANGE
PLEASE VISIT MADEINAMERICAFEST.COM FOR UPDATES



PHILADELPHIA
SEPTEMBER 1-2
BENJAMIN FRANKLIN PARKWAY

Budweiser

LIVE UNITED
United Way

SINGLE & 2-DAY PASSES AVAILABLE
FOR TICKETS AND INFO VISIT
BUDWEISERMADEINAMERICA.COM

ENJOY RESPONSIBLY BROUGHT TOGETHER IN SUPPORT OF UNITED WAY ©2014 Anheuser-Busch, Inc. All Rights Reserved.



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Threat: Branded Swag Videos, t-shirts, downloads, prizes All on SOCIAL MEDIA...



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Threat: Racial & Ethnic Targeting



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#MYTHBUSTING

They say alcohol
is healthy

False



Alcohol: The most harmful drug in the U.S.

- 79,000 deaths annually
- 5,000 deaths under age 21 annually
- 1.6 million hospitalizations and 4 million ER visits in 2005
- 10,500 deaths in California
- Injuries from motor vehicle crashes, fires, falls, drownings
- Illnesses such as hypertension and various cancers
- Homicide, suicide, domestic violence, other crimes

Alcohol-Related Harm in the U.S., Alcohol Justice Fact Sheet, 2011

Harwood H. A Sound Investment: Identifying and Treating Alcohol Problems, Ensuring Solutions to Alcohol Problems. The George Washington University Medical Center, 2003.



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We don't believe BIG ALCOHOL



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We don't believe BIG ALCOHOL



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For more information: CAPA and Alcohol Justice

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