



CRAFT MEMBERSHIP PROGRAM



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES

distilledspirits.org

Respect The Craft

Small companies with big dreams build America's success. Craft distillers in this country continue to drive innovation, push the industry forward and introduce new products to consumers. The majority of the Distilled Spirits Council of the United States' (DISCUS) members are craft distillers, like you.

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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

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 distilled spirits producers 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 balanced 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.



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. Our advocacy work addresses the industry's most pressing problems — helping your company compete and win.



International Advocacy

- Access to international trade experts who fight to remove tariffs on distilled spirits
- Join international tradeshow and campaigns to promote U.S. spirits in international markets



Market Promotion

- E-Commerce
- Destination Distillery
- Contract distilling resources
- Marketing & sales
- Compliance
- Export promotion opportunities
- Data analytics



State & Federal Advocacy

- Engage with DISCUS' state and federal government relations team and contract lobbyists on increasing market access and mitigating tax threats
- Opportunities for DISCUS to connect your distillery and team with an elected official (State legislator, U.S. Representative or U.S. Senator)



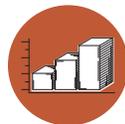
Insights & Best Practices

- Exclusive, in-depth webinars, white papers and other content on mission-critical issues large and small, featuring our policy experts and industry leaders
- Free & discounted educational courses through DISCUS Academy



Resources & Publications

- DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing
- Summary of State Laws & Regulations Relating to Distilled Spirits
- Recommended Fire Protection Practices for Distilled Spirits Beverage Facilities
- Barrel Handling Safety Best Practices
- Process Safety Management Series
- Visitor Safety & Site Security Best Practices Guide
- State Data Book



Economic Data Resources

- Annual Economic Briefing based on producer data
- Direct access to DISCUS economist
- Spirits data by category
- White papers

Exclusive Members Portal

Connect to our online member portal, a tool that puts you a click away from essential business resources like our recommended best-practice publications, discounts on key services, webinars, white papers, industry news and much more.



WE GET THINGS DONE

Across this country, 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 with third-party organizations to advance our shared goals for a fairer spirits marketplace.

Significant Policy Wins

- ✓ Secured permanency of the Craft Beverage Modernization and Tax Reform Act making the federal excise tax reduction permanent
- ✓ Achieved RTD and cocktails-to-go success in several states
- ✓ Saved more than \$500 million each year by defeating tax increases
- ✓ DISCUS' Market Access Program activities have surpassed \$8 million in new exports since 2014
- ✓ Improved tasting laws in 38 states
- ✓ Led successful efforts to rollback Sunday spirits bans in 22 states
- ✓ And so much more

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 by the broader membership to represent craft distillers' views on the DISCUS Board of Directors and key policy committees. Craft Advisory Council members 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 first-of-its-kind website to showcase your distillery and the great spirits products you have to offer: 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 a great way to promote your distillery and share your amazing stories.

Visit

www.DestinationDistillery.com

to learn more

Partner Savings

DISCUS works with a variety of partners that provide our members with key discounts and special services. These partners offer special discounts and services to DISCUS members on manufacturing, e-commerce, legal, exporting, sustainability, marketing and more.

Advice from Legal

The DISCUS Legal Department analyzes federal and state laws and regulations impacting the distilled spirits industry; advocates for modernization of regulations; works to mitigate legal risk for the overall industry; and manages the DISCUS Laws & Regulations, Technical, and Safety & Risk Management Committees in addition to the Code Review Board.



Advertising and Marketing Guidance

We help you better understand and comply with the DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing. Utilizing this well-known industry standard, we work with your teams to ensure your advertising and marketing materials are responsible and intended for adults, providing greater certainty in your business operations.

Regulatory Troubleshooting

With our extensive knowledge base and experience with federal and state regulation, we help members troubleshoot any regulatory or product development issues your business may be facing and seek a positive resolution.

Safety & Risk Management Guidance

We can help troubleshoot questions regarding safety and risk management topics, such as local fire codes, fire marshal feedback or building/warehouse design, and seek input from our committee of industry experts.

The Bottom Line

Our team of best-in-class government affairs specialists, policy and export promotions 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 industry in the United States.

Contact Us:

membership@distilledspirits.org



DISCUS Craft Membership Benefits

	Bronze \$1,000	Silver \$5,000	Gold \$10,000	Platinum \$15,000	Diamond \$25,000
Complimentary access to DISCUS publications <ul style="list-style-type: none"> • \$195 value for Barrel Handling Safety Guide • \$795 value for Fire Protection Practices • \$995 value Summary of State Laws & Regulations Database 					
Three complimentary DISCUS Academy courses per year per employee <ul style="list-style-type: none"> • \$300 value 					
Member rate for all DISCUS events					
Member portal logins	5	10	Unlimited	Unlimited	Unlimited
Social media promotion					
Facilitated congressional visit request					
Export promotion consultation					
Nominated to Craft Advisory Council					
Guaranteed 1 seat on the Craft Advisory Council					
1 product/brand exposure opportunity at a DISCUS event					
1 complimentary use of event space and waived management fee at DISCUS headquarters (based on availability) <ul style="list-style-type: none"> • \$800 value 					
Placement of one product on DISCUS Cocktail Caucus Bar at 101					
Promotional spot in Cheers Newsletter (1 per year, 4,000+ subscribers)					
1 product/brand featured as Spirited United's Cocktail of the Month consumer newsletter (once per year)					
1 spotlight in the Spirited Advocate member newsletter (5,000+ subscribers)					
First right of refusal to serve on two director member committees of choice					
Eligible to run for Craft Advisory chair/vice chair					