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ABL Announces 8th Annual ABL Convention in Louisville, KY Beverage Retailers Will Be “On the Trail to Success” in Bourbon Country

Bethesda, MD – July 30, 2009 – American Beverage Licensees (ABL) announced plans today for its 8th Annual Convention on June 13-15, 2010 in downtown Louisville, Kentucky. The 2010 ABL Convention theme, “On the Trail to Success”, highlights the educational and social events that are planned for convention attendees, and the nearby Bourbon Trail, home to some of the world’s most recognizable bourbon distilleries.

“We’re expecting added interest because we’ve changed the venue which should provide some new opportunities for convention attendees,” said ABL’s Director of Operations and Trade Relations, Susan Day Duffy, who is also the convention organizer. “Part of the revamped convention program will include off-site events that take advantage of the Louisville area’s rich history and bourbon culture, as well as the large industry presence that thrives there today.

Kentucky is the birthplace of bourbon, which is considered to be America’s only native spirit. Today, the state produces about 95% of the world’s supply at 12 operating distilleries. Eight of those distilleries - Jim Beam, Buffalo Trace, Four Roses, Heaven Hill, Maker’s Mark, Tom Moore, Wild Turkey and Woodford Reserve - are part of Kentucky’s Bourbon Trail and are open for tours. Each one practices the art, science and magic of making bourbon, in tandem with its own distinct traditions and heritage.

The other major attraction is Louisville’s resurgent downtown which boasts the Louisville Slugger Museum & Factory a scenic waterfront and “Fourth Street Live!” Fourth Street Live! is Louisville’s premier dining, entertainment and retail destination located in the heart of historic downtown Louisville, KY. It is just a short walk from the Louisville Marriott Downtown, ABL’s Convention hotel, as well as the waterfront park, Main Street, Slugger Field, and other major attractions. In addition, Churchill Downs, home to horse racing’s crown jewel, the Kentucky Derby, is only a few miles away.

As with previous ABL Conventions, the 2010 event will feature presentations by well-known industry speakers and educational seminars designed to give retailers a leg-up with their businesses and a better understanding of their industry. ABL will hold a handful of social events sponsored by and featuring products from beverage alcohol supporters. Confirmed sponsors include Beam Global Spirits & Wine, Brown-Forman, the Distilled Spirits Council, and the National Association of Beverage Importers.

ABL expects to confirm more speakers, sponsors and events in the coming months, but encourages everyone to mark their calendars in advance for the can’t-miss beverage alcohol event of the year.

Registration for the convention remains at \$250 per attendee for the third consecutive year and accommodations will be available at the Louisville Marriott Downtown at a discounted rate for convention guests. To stay up-to-date on 2010 ABL Convention news, make sure you visit ABL’s home on the web at www.ablusa.org.

About American Beverage Licensees (ABL)

American Beverage Licensees (ABL) is the preeminent national trade association for retail alcohol beverage license holders. Its members are comprised of on-premise and off-premise licensees who provide hundreds of thousands of jobs and annually infuse billions of dollars into the American economy.