SpiritsUnited
CBMTRA Advocacy Toolkit
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Introduction / Message to Craft Distillers</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overview of CBMTRA Advocacy Checklist</td>
<td>4</td>
</tr>
<tr>
<td>Become a Spirits United Advocacy Insider</td>
<td>7</td>
</tr>
<tr>
<td>Become a Spirits United Advocacy Star</td>
<td>9</td>
</tr>
<tr>
<td>Become a Spirits United VIP</td>
<td>11</td>
</tr>
<tr>
<td>Become a Spirits United MVP</td>
<td>13</td>
</tr>
</tbody>
</table>
Dear Craft Distiller,

Thanks to your dedicated advocacy in 2019, we were able to urge Congress to extend the Craft Beverage Modernization and Tax Reform Act (CBMTRA) for one year. This year, we need to urge Congress to make CBMTRA PERMANENT. Distillers face tremendous uncertainty during the ongoing COVID-19 crisis – and uncertainty about federal excise tax (FET) rates shouldn’t add to that burden. However, with 2020 being an election year and COVID-19 continuing to impact our industry and our country, we need your help to make sure this issue stays at the top of Congress’ mind.

DISCUS has taken the lead to create a Spirits United CBMTRA Advocacy Toolkit to make your virtual advocacy efforts that much easier. This toolkit will serve as a road map for you to engage your employees, consumers, and supply chain partners to help us make the Craft Beverage Modernization and Tax Reform Act PERMANENT.

These efforts will be critically important to show Congress that the impact of making CBMTRA permanent will ensure distillers are able to sustain their businesses and will have a major economic impact in their communities.

We’ve heard that you have used these tax savings to stay afloat during this difficult time and do things like:

- Purchase more grain, corn, and other agricultural products from farmers
- Buy more equipment from manufacturers
- Provide job opportunities that enhance the local economy and offer new employee benefits
- Give back to your community
- Expand on your ability to make great distilled spirits for consumers to enjoy

We've divided this toolkit into “levels” of advocacy. At each level you complete, you’ll be awarded a prize. If you complete all the steps, you could even end up being a “2020 Spirits United Advocacy MVP” and be entered to win a free registration to the DISCUS 2021 Conference in Austin, TX!

If you have any questions, concerns, or if you need anything at all to help you complete these steps, then please do not hesitate to contact:

Hannah Cooper,
Director of Grassroots, DISCUS
hannah.cooper@distilledspirits.org or 202-294-3029

Jessica Brady,
Director of Federal Government Relations, DISCUS
Jessica.brady@distilledspirits.org or (202) 682-8810

Kelly Poulsen,
Vice President of Federal Government Relations
Kelly.poulsen@distilledspirits.org or (202) 682-8831

DISCUS is ready to stand at the forefront with you as we work to get this important legislation passed. We look forward to advocating for CBMTRA and our industry with you, especially during this difficult time.

Sincerely,

Hannah, Jessie, and Kelly
Overview of CBMTRA Advocacy Checklist

For specific instruction and full materials for each step, continue reading through the toolkit.
BECOME A SPIRITS UNITED ADVOCACY INSIDER

Total time to become an Insider: 30 minutes

- Join the Spirits United Advocacy Toolkit Facebook Group! Do this before you do anything else. This will be your one-stop shop if you have any questions about the toolkit, receive support from DISCUS, share what you’ve done with other distillers in the group, and get tips from other distillers also completing the toolkit!

  Estimated Time for Completion: Five minutes

- Make sure you are signed up for Spirits United & tell your Members of Congress to #StopCraftTax Increases!

  Estimated Time for Completion: Five minutes

- Engage your employees to sign up for Spirits United & urge them to take action to #StopCraftTaxIncreases as well!

  Estimated Time for Completion: Five minutes

- Post the Spirits United #StopCraftTaxIncreases campaign on your social media channels & encourage followers to take action!

  Estimated Time for Completion: Five to ten minutes

Prize: Receive a Spirits United Lapel Pin!

BECOME A SPIRITS UNITED ADVOCACY STAR

Complete ALL of the above AND:

Total time to become a Star: 2 hours

- Engage your suppliers (still manufacturers, farmers, bottle makers, label makers, etc.) and encourage them to advocate on your behalf!

- Contact your suppliers, educate them on the issue, and provide a link/materials to take action on #StopCraftTaxIncreases to the campaign.

  Estimated Time for Completion: Ten to thirty minutes

- Send a letter to your local newspaper on why CBMTRA is important to your business, with coordinated help from DISCUS. (Example 1; Example 2)

  Estimated Time for Completion: 30 minutes to an hour

Prize: Have your distillery featured in Spirits United’s Cocktail of the Month Newsletter!

BECOME A SPIRITS UNITED VIP

Total time to become a VIP: Including coordination time with your suppliers, 5 hours

Complete ALL of the above AND:

- Film a CBMTRA testimonial and posting it to Spirits United’s/your social media pages!

  Estimated Time for Completion: 30 minutes to one hour

- Get your SUPPLIERS to film a CBMTRA testimonial and post it to Spirits United’s/your/their social media pages!

  Estimated Time for Completion: One to two hours

Prize: Receive a “Spirits United VIP” decorative barrel head for display at your distillery!
BECOME A SPIRITS UNITED MVP

Total time to become an MVP: Including coordination time with DISCUS and potential suppliers, 5-8 hours

Complete ALL of the above AND:

- Invite your Member of Congress to a VIRTUAL visit to your distillery, so they can see your work first hand and understand the impact CBMTRA has on your business!
  
  Estimating Time for Completion: Five minutes

- Hosting your Member of Congress at your distillery, in coordination with DISCUS

  Estimating Time for Completion: 2-3 hours of preparation work, 1 hour for actual virtual visit (all with coordinated support from DISCUS)

Prize: Be entered to win a free registration to the DISCUS 2021 Conference in Austin, TX!

IMPORTANT: Once you have completed a step, please e-mail Hannah Cooper, Director of Grassroots at hannah.cooper@distilledspirits.org, so she can keep track of which level you’ve reached!

If you complete all of these steps, you will be named a 2020 Spirits United Advocacy MVP!

In addition, make sure you attend the DISCUS & American Craft Spirits Association (ACSA) Virtual Public Policy Conference on September 14-16, 2020 in Washington, DC to meet virtually with lawmakers and their staff on CBMTRA!

Contact Kelly Poulsen (kelly.poulsen@distilledspirits.org) or Jessie Brady (jessica.brady@distilledspirits.org) for more information.
BECOME A SPIRITS UNITED ADVOCACY INSIDER

Join the Spirits United Advocacy Toolkit Facebook Group!
1. Do this before you do anything else. This will be your one-stop shop if you have any questions about the toolkit, receive support from DISCUS, share what you’ve done with other distillers in the group, and get tips from other distillers also completing the toolkit!
2. Contact Hannah Cooper () if you have any issues or questions.

Make sure you are signed up for Spirits United & tell your Members of Congress to #StopCraftTaxIncreases!
1. Go to SpiritsUnited.org to sign up and receive our regular action alert updates!
2. Take action on #StopCraftTaxIncreases by CLICKING HERE and following the instructions on the page.

Engage your employees to sign up for Spirits United & urge them to take action to #StopCraftTaxIncreases as well!
1. Send the below e-mail to your employees to encourage them to sign up for Spirits United and take action.
2. PLEASE do not hesitate to contact Hannah Cooper for new communications as needed or if you do not communicate with your employees via e-mail. We can create communications specific to your mode of communicating with your team.

Team -

Last year, Congress passed a one-year extension of the Craft Beverage Modernization and Tax Reform Act (CBMTRA). CBMTRA is important to our business as it extends a federal excise tax reduction for craft beverage alcohol producers. This allows us to make critical investments back into our business like buying more grain from farmers, purchasing more equipment, hiring new team members, and giving back to our community. This FET relief is also CRITICALLY important this year, as COVID-19 has caused a loss of revenue for many businesses like ours.

However, this one-year extension expires on December 31st, 2020. So, we need to ACT NOW and tell Congress to #StopCraftTaxIncreases. How can you help?

1. Sign up for Spirits United at SpiritsUnited.org to stay updated on CBMTRA and how the bill is moving through Congress.
2. TAKE ACTION HERE and tell your Members of Congress how CBMTRA will impact our business.

We need to get Congress’ attention to make sure they make CBMTRA permanent this year. With so much happening, it will take ALL OF US to break through the noise!

Sample email
BECOME A SPIRITS UNITED ADVOCACY INSIDER

Post the Spirits United #StopCraftTaxIncreases campaign on your social media channels & encourage followers to take action!

1. Post the below draft social media copy to your appropriate social media channels!

2. PLEASE do not hesitate to ask Hannah Cooper for further social media communications or to edit the below to better fit your branding & communications style.

Distillers across the nation need your help to urge Congress to make #CBMTRA PERMANENT this year! If they don’t, distillers like us will face a 400% tax increase. Distillers are already hurting economically due to COVID-19 and a 400% tax increase would be devastating to many businesses like ours.

Tell Congress to #StopCraftTaxIncreases HERE: https://p2a.co/xasIJK

Sample Post

Prize:

Receive a Spirits United Lapel Pin!
BECOME A SPIRITS UNITED ADVOCACY STAR

Engage your consumers on this issue and encourage them to advocate on your behalf!

1. E-mail your consumers (via consumers newsletter, update, etc.) using the draft e-mail below to educate them on the issue and provide a CONSUMER SPECIFIC link to the campaign (included in the communication below).

Sample email

Engage your suppliers (still manufacturers, farmers, bottle makers, label makers, etc.) and encourage them to advocate on your behalf!

1. Send the below e-mail communication to your suppliers, with a SUPPLIER SPECIFIC link (included in the below communication) for them to take action to #StopCraftTaxIncreases.

Sample email
BECOME A SPIRITS UNITED ADVOCACY STAR

Send a letter to the editor of your local newspaper on why CBMTRA is important to your business, with coordinated help from DISCUS.

If you wish send a letter to the editor of your local newspaper, please contact

Lisa Hawkins,  
SVP of Public Affairs,  
lisa.hawkins@distilledspirits.org,

or

Ainsley Holyfield,  
Manager, Advocacy Communications  
ainsley.holyfield@distilledspirits.org.

They will help you write a letter to the editor and guide you through submitting it to your local newspaper.

Please see the following examples of letters to the editor from other distillers on CBMTRA:

Example 1

Example 2

Prize:

Have your distillery featured in Spirits United’s Cocktail of the Month Newsletter!
**BECOME A SPIRITS UNITED VIP**

Film a CBMTRA testimonial with your smart phone and posting it to Spirits United’s/your social media pages!

1. If you wish to do this, please contact Hannah Cooper at hannah.cooper@distilledspirits.org or 202-294-3029.
   
   a. Print this [Spirits United sign](#) for you to hold during the video.
   
   b. Location can be anywhere you are safe and socially distanced, in your distillery, or anywhere that really showcases your brand! Authenticity is key, so stay true to your brand, product, and yourself.
   
   c. Using your phone, please film with your face direct to camera and be conversational/informal. Please use the following questions to guide your video:
      
      - Please state your name, position, name of distillery, where you are from (city, state).
      
      - What does the one year extension of the Craft Beverage Modernization and Tax Reform Act (CBMTRA) mean to you and your business?
      
      - How did you and your business use the tax savings from the one year extension of CBMTRA?
      
      - Are there any down sides to this tax reduction being extended for a year?
      
      - Why is making this tax reduction extension permanent so important? Is your distillery already hurting economically due to COVID?
      
      - How will your business be impacted if CBMTRA is not made permanent by the end of 2020?

Once video is filmed, please send back to Hannah to post on the Spirits United social media channels. We will be tagging your Members of Congress! Please also feel free to post on your own social media using the below social media copy.

**Distillers like us across the nation need Congress to #StopCraftTaxIncreases and make #CBMTRA permanent THIS YEAR. @[Senator] @[Senator] @[House Representative] @SpiritsUnited @ DistilledSpirit**

**WATCH AN EXAMPLE VIDEO BY CLICKING HERE.**

Please note that this video was professionally filmed and not with a smart phone, but this just provides an example of the talking points and style of the video we are seeking.

Get your SUPPLIERS to film a CBMTRA testimonial with a smart phone and posting it to Spirits United’s/your/their social media pages!

1. If you wish to do this, please contact Hannah Cooper at hannah.cooper@distilledspirits.org or 202-294-3029.
   
   a. Print this [Spirits United sign](#) for you to hold during the video.
   
   b. Location can be anywhere they can safely socially distance, in their fields, facilities, manufacturing floor, etc. Authenticity is key!
   
   c. Using your phone, please film with your face direct to camera and be conversational/informal. Please use the following questions to guide your video:
      
      - Please state your name, position, name of business, where you are from (city, state).
      
      - What kind of products do you supply to local distillers?
      
      - Please describe your business relationship between you and your local distiller.
BECOME A SPIRITS UNITED VIP

- Have you seen a benefit from distillers to your business from distillers receiving tax savings from CBMTRA?

- If distillers are no longer able purchase supplies due to CBMTRA not being made permanent, how would your business be impacted?

Once video is filmed, please send back to Hannah to post on the Spirits United social media channels. We will be tagging their Members of Congress! Please also feel free to post on your and their social media channels.

Distillers provide critical business to farmers and manufacturers by purchasing grain and equipment. If #CBMTRA is not made permanent and Congress does not #StopCraftTaxIncreases, then business like mine [or insert business name here] will be impacted. @[Senator] @[Senator] @[House Representative] @distilledspirit @SpiritsUnited

Sample Post

Prize:

Receive a “Spirits United VIP” decorative barrel head for display at your distillery!
BECOME A SPIRITS UNITED ADVOCACY MVP

Invite your Member of Congress to visit your distillery, so they can see your work first hand and understand the impact CBMTRA has on your business!

1. CLICK HERE to invite your Members of Congress to visit your distillery virtually and/or one of your virtual state guild/association meetings!

2. Once you have sent an invite, please e-mail Kelly Poulsen (Kelly.poulsen@distilledspirits.org) and Jessie Brady (Jessica.brady@distilledspirits.org) to let them know so they can follow up with the appropriate members’ offices.

3. If a Member of Congress accepts your invitation, the DISCUS team will help to coordinate scheduling and preparing for the Member’s virtual visit to your distillery. A visit is typically one hour in length and could include:

   • 20 minute “round table” (Can also include your supply chain partners in this meeting!)
   • 20 minute virtual tour of distillery
   • 20 minute virtual town hall with employees

Prize:

Be entered to win a free registration to the DISCUS 2021 Conference in Austin, TX!