

United Beverage Retailers of Arkansas

MISSION

As a fellow wine and spirits retailer, I know you are aware of the challenges facing our industry. 2017 brought significant change with the expansion of wine sales in grocery, big box and chain stores. To thrive in this increasingly competitive market, alcoholic beverage retailers will need to find innovative ways to adapt to the changing landscape in our state.

Enter United Beverage Retailers of Arkansas, an organization formed by your peers, with the purpose of unifying, strengthening and representing ALL independent wine and spirits stores across the state of Arkansas.

UBRA's primary objective is to be a service oriented organization. The services UBRA provides are intended to benefit business owners far beyond the nominal membership fee.

UBRA is the eyes and ears for our industry, offering members representation before legislative and regulatory bodies. UBRA is providing education, training, networking opportunities, and other value-added services that will enhance your ability to effectively and profitably operate your businesses and serve your customers.



STRONGER UNITED

"I strongly believe if UBRA had been in existence, and retailers all across the state organized, our industry would not have undergone such significant change. Since UBRA's inception, retailers have come together and we have been able to impact policy and regulation to our benefit. Beyond strength in numbers, there are other advantages to being united. UBRA allows for the sharing of ideas and information among store owners with a focus on advancing our industry and improving our bottom-lines. I'm proud to sit on the board, chairing the membership committee, and am committed to seeing this organization succeed."

Eve Isbell,
Judicious Spirits, Mountain Home

UBRA OFFERS

- Professional Development
- Learning of Industry Best Practices and Emerging Trends
- Sharing of Industry Information and News
- Lobbying/Government Affairs Support
- PAC (political action committee)
- Local Campaign Support
- Professional Services Procurement

JOIN US

LEVEL ONE

Businesses up to 3,000 square feet - \$500.00

LEVEL TWO

Businesses from 3,000 to 6,000 square feet - \$1,000.00

LEVEL THREE

Businesses over 6,000 square feet - \$1,500.00

MULTI-STORE

More than three stores - \$5,000.00

AFFILIATE MEMBERSHIP

Open to entities approved by Board of Directors - \$2,500.00

MEMBERSHIP IS VALUABLE



"In its short time, UBRA membership has proven extremely valuable. I've appreciated UBRA's leadership at the state capitol and the timely information presented at meetings - held two hours away, but each was well worth the drive. Each meeting has featured industry leaders - from the new ABC director, to heads of distributors and wholesalers. The focus on improving the alcoholic beverage industry for EVERYONE is evident. UBRA is transparent and all are welcome at the table. If you have thoughts and ideas on how to improve our industry, UBRA offers a platform to share and take action."

Alan Avard
The Party Factory, Texarkana



TAKING ACTION

UBRA members took to the halls of the State Capitol in 2017, fighting for provisions that would help level the playing field, building relationships with legislators and educating them about our industry.

Currently, UBRA members are working together to develop a legislative package for the 2019 General Session that could address discriminatory pricing, credit purchasing, among other objectives.

With your membership, we can maintain a strong presence at the Capitol and keep UBRA the eyes and ears for our industry.



COMING TOGETHER

UBRA meetings have included relevant industry speakers like ABC Director Mary Robin Casteel, Central & Moon CEO Stan Hastings, Wholesale Beer Distributors of Arkansas' Steve Higginbotham, and Jimmy Cole, Tennessee Wine & Spirits Retailers Association.

The guests have covered a wide range of topics, including regulation and enforcement, industry trends, three-tier system and other important issues facing beverage retailers in our state.

With your support, future activities will include an annual meeting and conference, professional development opportunities in the form of workshops and seminars, and regional networking events among others.

United Beverage Retailers of Arkansas
PO Box 242721
Little Rock, AR 72223
www.ubra.info