JOIN US

The American Beverage Institute is a restaurant trade association dedicated to protecting the on-premise dining experience—which often includes the responsible consumption of adult beverages. We are the only organization in the nation that unites the wine, beer, and spirits producers with distributors and on-premise retailers in this important mission.

Our cutting-edge research and aggressive communications programs are dedicated to demonstrating that the tens of millions of adults who enjoy an adult beverage away from their homes are reasonable, law-abiding Americans. We also expose and vigorously counter the campaigns of modern-day prohibitionists, who seek to target these sensible adults in an effort to reduce per capita consumption of adult beverages.

We are vocal in our defense of our customers. We are relentless in our support of responsible consumption—and of the time-honored custom of dining out with friends.

American Beverage Institute

JOIN US

TOP REASONS TO JOIN ABI

[PROMOTING RESPONSIBLE CONSUMPTION]

We are the only organization dedicated solely to protecting and promoting the responsible on-premise consumption of adult beverages. We use programs specifically tailored for the industry and for the general public (such as our *Drink Responsibly. Drive Responsibly.* campaign) to remind everyone from servers to customers that the responsible consumption of adult beverages is a safe, legal, and enjoyable part of the dining experience.

[HOSPITALITY INDUSTRY UNITY]

Only ABI brings together the many facets of the hospitality industry with on-premise retailers. This gives us an unprecedented range of options in our communications and legislative campaigns.

[OPPOSITION RESEARCH]

We research the emerging threats to the industry—and arm our members with the best arguments and resources to fight them. We also uncover the agendas and flawed research behind anti-consumer campaigns.

[INDUSTRY EDUCATION]

Our educational materials keep everyone from servers to CEOs up-to-date on threats to on-premise consumption.

[ADVISORY BOARD MEETINGS]

Two times a year, top executives from restaurant and supplier companies come together to discuss current industry issues, and to help direct ABI's agenda.

[MEDIA OUTREACH]

We work with the media to correct misconceptions, challenge anti-alcohol research, and balance the debate with research and expert testimony.

[LEGISLATIVE EXPERTISE]

We serve as an industry resource in tracking and combating legislative challenges for the hospitality industry. Our broad membership gives us a legion of effective and responsive grassroots participants who carry our messages to lawmakers in all 50 states.

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Drink Responsibly. Drive Responsibly.

WE ARE ABI