

Dear Licensee:

I hope you are continuing to enjoy editions of American Wine and Spirits and are finding the information beneficial to your business. The Board, our employees and I, realize that you are essential to our success and hope that our services and products are meeting your needs. We are very happy to announce the launch of SANA, a new online ordering service for licensees. The new site is an intuitive and updated platform that offers many new options when ordering products. Some of the updates include: real-time inventory, running spend totals, easy product search, auto saved orders, ordering directly from our wholesale warehouse and setting pick up dates. We have launched in two test markets and have enjoyed great success so far. Our 13-week launch schedule should provide for full access to all licensees by the printing of this price book.

To make sure each of you are enjoying the new site to the fullest, our Product Management and Information Technology departments have joined forces to hold live webinars for customers and supplemented those with online training websites. The first iteration of the site allows for ordering from any store in the state and offers access to all inventory at the store you choose. We hope to add many more options in the future. We truly appreciate your patronage and hope this new site makes your ordering process more enjoyable and more effective. Customer service remains a top priority and I encourage you to contact my office if you have any questions or need assistance.

While we continue to make improvements in our efficiency and product managements practices, I am especially proud of our public awareness and education efforts. Since August of last year, our school-based "Under Age – Under Arrest" anti-underage drinking program has been presented a record 75 times to more than 26,000 middle, junior and senior high students. When the 2018-2019 school year ends in late May, we expect to reach more than 100 programs presented to approximately 35,000 students. I'm delighted that our program has been so heavily requested and warmly received by Alabama educators, I can't help but be sad that so many of our schools have identified underage drinking as such a problem.

We strive to maintain a high degree of service and education. At the same time, with your help, we provide significant revenues for the ultimate benefit of our citizens. Last fiscal year, after all the ABC Board's expenses were paid, over \$270 million was distributed to the State's General Fund and to other various agencies. The Alabama ABC Board is pleased with its achievement of producing another record year of sales and looks forward to continued success in the years to come.

I would like to take the opportunity to wish everyone a safe and happy summer and to remind you to sell, serve and celebrate responsibly.

Sincerely,

H.M. Gipson
Administrator