



New York Association of Convenience Stores  
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December 19, 2011

Hon. Chuck Schumer  
United States Senate  
322 Hart Senate Office Building  
Washington DC 20510

Dear Senator Schumer:

Thank you for your December 14 letter asking the New York Association of Convenience Stores to implore our members to sell more New York-made craft beer. We appreciate your commitment to promoting New York products.

For years, New York convenience stores have demonstrated that they “Love NY Brew.” Our members’ coolers remain well stocked with beer produced by Anheuser Busch in Baldwinsville NY and North American Breweries in Rochester NY, and many of them long ago added local craft beer sections in response to customer requests.

While you indicated that 2010 was a “banner year” for New York brewing, our state’s per-capita beer consumption actually was the lowest in six years. With consumption flat or declining slightly, and with a finite amount of cooler space, New York convenience stores need to stock beer that sells – regardless of the size or location of the brewery.

As a policy, NYACS does not tell its members what products to carry. Moreover, it would violate anti-trust law for any trade association to attempt to direct its members to order certain products to the exclusion of others. We nevertheless have made our members aware of your request, and will leave it to their individual business judgment to determine whether and to what extent their stores might benefit from expanding their craft beer inventory.

I’m not sure why the New York State Brewers Association opted to contact us through your office, rather than directly, but I would be happy to speak with them at any time. One thing I will tell them is that a key to selling to convenience stores is relationships, and that there’s no better way for craft brewers to forge relationships with retailers than participating in retail trade associations.

Sincerely,

James S. Calvin  
President