★ THREE-TIER SYSTEM

1 Ensures market access

2 Prevents monopolies

3 Provides public safeguards

✓ Provides a way for the public to know where the product came from, who's responsible for it, and to whom and where it was sold

✓ Can point out the point of contamination, allowing consumers to know they're getting a safe product.

The Three-Tier System is the current U.S. alcohol control system which provides a framework that is flexible enough to fill consumer demand for alcohol, and strict enough to prevent excessive drinking and limit monopolies.

BREWERIES

Make product. Package product. Prepare product for delivery or pick up.

DISTRIBUTORS

Market product to Retailers. Store the product from Breweries until ready to be delivered to Retailers, ensuring quality of product. Collect excise tax for the state of Texas

RETAILERS

Sell the product to consumers, ensuring they are 21+. Collect and remit Sales Tax and/or Mixed Beverage Tax