



D.G.

Yuengling[®]

& Son, Inc.

310 Mill Creek Avenue • Pottsville, Pennsylvania 17901

August 25, 2014

Mr. Frederick A. Higdon
Commissioner
Kentucky Department of Alcoholic Beverage Control
1003 Twilight Trail
Frankfort, Kentucky 40601-8400

Mr. Tony Dehner
Distilled Spirits Administrator
Kentucky Department of Alcoholic Beverage Control
1003 Twilight Trail
Frankfort, Kentucky 40601-8400

Ms. Stephanie Stumbo
Malt Beverage Administrator
Kentucky Department of Alcoholic Beverage Control
1003 Twilight Trail
Frankfort, Kentucky 40601-8400

Ms. Dana Coomes
Alcoholic Beverage Control Administrator
101 East 4th Street
P.O. Box 10003
Owensboro, Kentucky 42302-9003

RE: Protest of Application of Anheuser-Busch, LLC for Malt Beverage Distributor's License

Dear Honorable Commissioner Higdon and Administrators Stumbo, Dehner and Coomes,

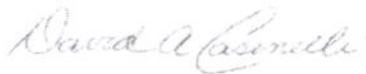
I am writing in response to the advertisement on Saturday August 2, 2014 in which Anheuser-Busch, LLC published notice of its intent to apply for a Kentucky Malt Beverage Distributor's license. D. G. Yuengling and Son, Inc., America's Oldest Brewery respectfully joins the other entities that have shared their concerns over the approval of such license if granted. Currently, our brewery does not distribute our portfolio of products into the state of Kentucky; however,

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there is continued requests from both consumers and retailers within your state for such consideration. If allowed to acquire additional licensing privileges, Anheuser-Busch would have complete control over a significant portion of the wholesale distribution of malt products within your state. We have experienced this problem in Ohio, which permitted breweries to own wholesale branches before the Ohio legislature quickly amended this provision last year. This could seriously influence our decision to consider further expansion to Kentucky. We have always supported the independent beer distributors as the most efficient and appropriate means to access consumers and satisfy their demands. Further, by allowing the largest global brewer and our largest competitor to grow and expand their control of the middle tier distribution system, it would essentially eliminate one of the two major distribution systems that provides access to consumers and most likely limit our choice to the single remaining system. With well over three thousand brewers in America today, allowing competitor owned branches the opportunity to expand their control is both counterproductive and restrictive to those of us seeking some level of fair access to market.

We hope that you will give this matter serious consideration before rendering your decision, as the ramifications of such a decision could have significant, negative impact on the current distribution system in Kentucky and the multitude of Brewers in America that want to consider future expansion to your state.

Respectfully,



David A. Casinelli
Chief Operating Officer
D. G. Yuengling Inc.

America's Oldest Brewery.