



FRANCHISE HEARING DOCKET
7450 FREIGHT WAY, MECHANICSVILLE, VA 23116

| Complaint Matter | Petitioners Attorney(s) | Complaints/Charges | Respondents Attorney(s) | Date & Time |
|---|--|---|---|--|
| <p>PREMIUM DISTRIBUTORS, LLC. & BLUE RIDGE BEVERAGE, INC.</p> <p>v.</p> <p>THE BOSTON BEER COMPANY, INC.</p> | <p>Kevin McNally, Esq. Marston & McNally, P.C. 9100 Arboretum Parkway Suite 370 Richmond, VA 23236</p> | <p>1. Boston Beer has established an unlawful "dual-distribution" scheme for its Hard Mountain Dew brand in the 37 counties and cities for which Premium is the exclusive Distributor of the Boston Beer Brands in violation of § 4.1-503.</p> <p>2. Boston Beer has established an unlawful "dual-distribution" scheme for its Hard Mountain Dew brand in the 43 counties and cities for which Blue Ridge is the exclusive distributor of the Boston Beer brands in violation of § 4.1-503.</p> <p>3. Boston Beer has failed to comply with provisions of §4.1-505 of the Bear Act that prohibits a brewery to unilaterally amend any distribution agreement unless the brewery has first complied with the notice requirements of §4.1-506. (Premium)</p> <p>4. Boston Beer has failed to comply with provisions of §4.1-505 of the Bear Act that prohibits a brewery to unilaterally amend any distribution agreement unless the brewery has first complied with the notice requirements of §4.1-506. (Blue Ridge)</p> <p>5. Boston Beer has acted in bad faith in violation of §4.1-517</p> | <p>Brian Wainger Esq. Ryan Dougherty, Esq. Kaleo Legal 4456 Corporation Lane Suite 135 Virginia Beach, VA 23462</p> | <p>May 24-26, 2023</p> <p>10:00 a.m.</p> |

CONTACT INFORMATION: Kristie Miles, Senior Paralegal; Kristie.Miles@VirginiaABC.com; Phone 804-213-4441; Fax 804-213-4731

