

Navigating Alcohol Regulations with the TDLinx ABV Table

Market Challenges

The beverage alcohol (BevAl) industry faces a labyrinth of state-specific regulations that dictate what products can be sold where, particularly for emerging categories like ready-to-drink (RTD) cocktails and low-proof offerings. NIQ's TDLinx, the premier solution for location intelligence in retail and on-premise marketplaces, introduces the ABV Table—a vital enhancement that delivers store-level insights into alcohol by volume (ABV) thresholds for beer, wine, and spirits. Covering key channels such as grocery, liquor, convenience, drug, wholesale clubs, and mass merchandisers across 15 states, this table empowers BevAl brands, suppliers, distributors, retailers, brokers, and marketers to ensure compliance, refine strategies, and capitalize on growth in low-ABV segments.

By linking granular ABV restrictions to individual store locations, organizations can optimize product placement, distribution, and marketing in a rapidly evolving retail and on-premise market. The ABV Table transforms regulatory complexity into a competitive advantage, driving efficiency, innovation, and revenue for stakeholders navigating the BevAl landscape.



Advancing BevAI Intelligence: Introducing the TDLinx ABV Table



TDLinx sets the benchmark for comprehensive location data, of retail and on-premise outlets with details on trade channels, formats, and operational attributes to inform supply chain, sales, and marketing decisions. As low-ABV and RTD products surge in popularity fueled by consumer demand for moderated alcohol options-the need for precise, location-specific regulatory insights has never been greater.

The ABV Table addresses this by providing detailed ABV threshold data at the store level, integrated with state laws and channel specifics. For example, it highlights variations like Pennsylvania's recent allowance for spirits-based RTDs up to 12.5% ABV in select retail channels, enabling quick adaptation.

Key Features Include

ABV Threshold Mapping:

Indicators and descriptions for beer, wine, and spirits restrictions, ensuring clarity on what can be sold where.

Store Level Granularity:

Joins seamlessly with the TDLinx store, account, and market data for targeted analysis across covered states.

Regulatory Context:

Descriptions of local laws to guide compliance and strategy in dynamic environments.

This tool is indispensable for BevAI focused entities, where missteps in ABV compliance can lead to lost opportunities or penalties, while informed decisions unlock expansion in high-growth low-proof categories.

Driving Value Across Stakeholders

The ABV table's strength is in converting regulatory data into strategic actions. Below, we outline transformative use cases, leveraging ecosystem insights to illustrate value for BevAl brands, suppliers, distributors, retailers, brokers, and marketers.

Compliance and Risk Management for Suppliers and Distributors

Navigating patchwork regulations is a core challenge in BevAl distribution, but the ABV Table provides a roadmap to mitigate risks and ensure seamless operations.



Ensuring Regulatory Adherence: Suppliers can cross-reference product ABV with store-specific thresholds to avoid non-compliant shipments. For instance, in states like Utah with strict beer ABV limits (e.g., under 5% in certain channels) or Minnesota with limits in many formats, distributors can filter outlets eligible for higher-ABV craft beers, reducing recall risks and fines.



Response to Law Changes: Marketers and brokers can monitor updates, such as Pennsylvania's Act 86 expanding RTD access, to pivot strategies. This enables proactive inventory adjustments, ensuring low-proof innovations reach newly permitted stores.



Optimized Routing and Allocation: Distributors gain visibility into channel-specific alcohol rules (e.g., in Colorado, full-strength beer is widely available in grocery and convenience channels, while wine and spirits remain restricted to licensed liquor stores), streamlining sales routes, prioritizing high-potential outlets for low-ABV and RTD products, and potentially cutting logistics costs.



Strategy Shaping for RTD & Low-Proof Segments in Brands and Retailers

The explosion of RTDs and low-ABV beverages demands tailored approaches, and the table equips teams to align products with permissible markets.



Product Placement and Assortment Optimization: BevAl brands can identify stores where low-proof spirits (e.g., under 14% ABV in Idaho convenience outlets) are allowed, enabling targeted shelf strategies. Retailers, in turn, can curate assortments that comply while maximizing appeal to health-conscious consumers, boosting category sales.



Cross-Promotion and Category Expansion: Marketers can design campaigns around ABV-compatible pairings, such as promoting wine-based RTDs in Florida mass merchandisers where higher-ABV wines (>16%) face different regulations. This fosters cross selling with non-alcohol items, enhancing basket value.



White Space Identification: Brokers and brands spot untapped opportunities, like Texas grocery stores open to low-ABV beers, to fill gaps in distribution. In regulated states like Pennsylvania, this intelligence supports expansion into newly viable channels, accelerating market share growth in the booming RTD segment.

Competitive Intelligence and Market Insights for Marketers and Retailers

In a competitive BevAl arena, understanding regulatory landscapes provides an edge for benchmarking and innovation.



Competitive Benchmarking: Marketers analyze how rivals navigate ABV rules, such as a competitor's success with low-proof wines in New York drug stores, to refine positioning and counter with differentiated offerings.



Consumer Journey Mapping: Retailers leverage store-level data to tailor in-store experiences, like digital signage for compliant low-ABV options in Maryland convenience stores, improving shopper engagement and loyalty.



Forecasting and Trend Analysis: Suppliers forecast demand by aggregating ABV thresholds across states, identifying trends like rising low-proof adoption in Indiana wholesale clubs. This informs R&D and marketing budgets, ensuring alignment with regulatory shifts for sustained growth.

These use cases highlight how the ABV Table turns compliance hurdles into opportunities, with state-specific granularity revealing pathways for innovation in low-ABV and RTD categories.

Lead with Precision in BevAl Regulations with TDLinx

As BevAl regulations continue to evolve and consumers increasingly favor low-proof, moderated options, outdated or generalized approaches no longer suffice. NIQ's TDLinx ABV Table delivers unmatched store-level precision—empowering BevAl stakeholders to navigate restrictions confidently, optimize distribution networks, accelerate RTD and low-ABV growth, and turn regulatory hurdles into sustainable competitive advantages. Seize this opportunity to lead in a complex landscape.

