



Department of the Treasury

Alcohol and Tobacco Tax and Trade Bureau



Press Release

For Immediate Release
Contact: Art Resnick (202)927-8062

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FIRST TTB EXPO

Covington, KY – “Good government is dependent upon a partnership between the regulators and the industries being regulated. The first TTB Expo was successful because of the sound preparation done by our people and the good working relationship we share with our industry members,” stated John Manfreda, the Administrator of the Alcohol and Tobacco Tax and Trade Bureau (TTB) upon the closing of the TTB Expo.

Over 500 alcohol and tobacco industry members, attorneys, and consultants attended the Expo which was held at the Northern Kentucky Convention Center on June 17 – 18. The participants had the opportunity to attend more than 40 breakout sessions and to visit subject -specific booths to learn about the regulations and compliance requirements that most interested them and interact with TTB experts in their fields of interest.

The goal of the Expo was to pass on to the regulated industries the lessons TTB has learned and the processes we have established to help make compliance with the laws and regulations as effortless and painless as possible.

Early review comments include: “TTB really and genuinely is interested in trade facilitation and education. The focus is on getting it right, doing it properly...” and “Extremely helpful, well done, beautifully executed, please keep doing them.” These comments assure us that we are making progress toward the goal of making compliance with the laws and regulations as easy as possible for our industry partners.

If you did not have the opportunity to attend this year’s Expo, please try to join us the next time we hold one.

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