



**Wisconsin's Premiere
Distributor Network™**

The Wisconsin Beverage Network®

Wisconsin's Premier Distribution NetworkSM

The Wisconsin Beverage Network® was formed in 2011 to provide alcohol beverage suppliers with seamless access to the largest and best distribution network in Wisconsin. We offer complete coverage of Wisconsin's 72 Counties. The network also provides our individual members access to new and exciting brands.

The network is comprised of 10 members that provide sales, marketing and merchandising to every account in their respective markets. The group is composed of MillerCoors distributors, but as you can see we represent many other excellent craft, import and FMB brands.

Our business's experience and strength in market allow us to successfully launch new brands, and our financial strength allows us to continue to invest in and grow the brands we bring into our system.

- *All NBWA and WBDA Members*
- *Logistics – Common drop points – product and cooperation*
- *Investment in brands and technology*
- *Commitment to quality & education (Cicerone, Micromatic etc.)*

Dedicated Resources

Total Employees: 990

Street Levels Sales Reps: 251

Craft/Specialty Sales Reps: 20

Management/Support: 64

Merchandisers / Shelf Stockers: 131

Delivery Team: 258

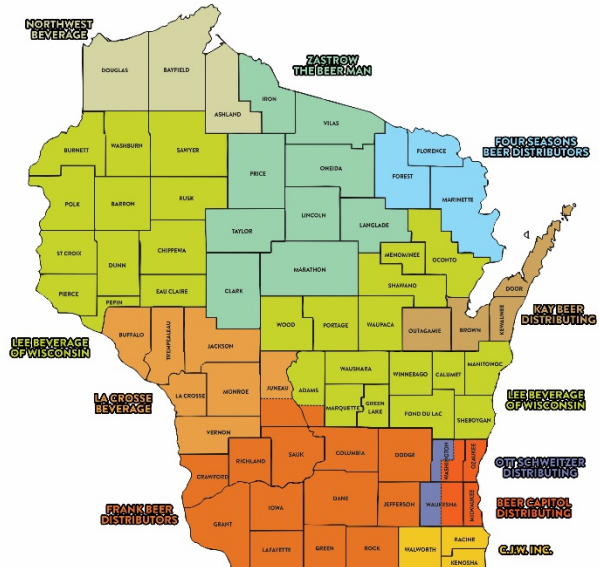
Graphics/Marketing: 27

Active Truck Routes: 213

Total Accounts Serviced

- Full Coverage of Wisconsin's 72 counties
- 16,539 licensed Accounts
 - 4,366 Off-Premise
 - 12,173 On-Premise

WISCONSIN BEVERAGE NETWORK



Primary Network Contacts

- Mike Frank
 - mikefrank@frankbeer.com
 - (608) 836-6000
- Chip Kolocheski
 - chipk@kaydist.com
 - (920) 336-2267
- Dan Graziano
 - Dan.graziano@beercapitol.com
 - (262) 932-2337
- Glenn Madrigano Jr.
 - gmadrigranojr@cjbbeer.com
 - (262) 554-4288

Beer Capitol Distributing

BEER CAPITOL



Address: W222N5700 Miller Way
Sussex, WI 53089

Phone (262)932-2337

Fax (262) 246-3030

Owners Frank Beverage Group (Joel Frank, Steve Frank, Mike Frank, Justin Frank)

GM Dave Neville david.neville@beercapitol.com

Suppliers MillerCoors, Pabst Brewing Co, Crown Imports, Mike's Hard Lemonade, Heineken USA, Boston Beer Co., Wi Brewing Co, Brewery, Great Lakes, Lakefront,, Stevens Point various other supplier

Total Employees: 319 Certified Beer Servers (Cicerone) 90

Accounts Serviced: 2,925

Frank Beer Distributors

FRANK BEER DISTRIBUTORS



Address: 2115 Pleasant View Road
Middleton WI 53562

PO Box 620710
www.frankbeer.com

Phone (608) 836-6000

Fax (608) 836-1140

Owners Frank Beverage Group (Joel Frank, Steve Frank, Mike Frank, Justin Frank)

GM Steve Wheeler stevewheeler@frankbeer.com

Cicerone Shawn Knoche, Joe Shipley

Suppliers MillerCoors, New Glarus Brewing Co, Pabst Brewing Co, Crown Imports, Diageo – Guinness, Mike's Hard Lemonade, Heineken USA, Boston Beer Co, Sierra Nevada, Alaskan Brewing Co, Lake Louie, Central Waters, Tyranena Brewing Co. Dogfish Headvarious other suppliers

Total Employees: 205 Certified Beer Servers (Cicerone) 40

Accounts Serviced: 2,961

Lee Beverage of Wisconsin

| | | |
|----------|---|---|
| Address: | 2850 S. Oakwood Road Oshkosh, WI 54904 | 2714 Melby Road Eau Claire WI 54703 |
| Phone | (920) 235-1140 | (715) 832-2959 |
| Fax | (920) 232-4777 | (715) 832-1631 |
| Owner | Jeffrey S. Lindeman | www.leebeverage.com |
| GM | Kevin Whealon (Oshkosh) kwhealon@leebeverage.com | Troy Boisvert (Eau Claire) tboisvert@leebeverage.com |

Suppliers MillerCoors, Pabst Brewing Co, New Glarus Brewing Co, Mikes Hard Lemonade, Heineken USA, Alaskan Brewing Co, Sierra Nevada Brewing Co, Bell's Brewing Co, Dogfish Head

Total Employees: 110 Certified Beer Servers (Cicerone) 1
Accounts Serviced: 4,625



Kay Beer Distributing

| | |
|-----------|---|
| Address: | 1881 Commerce Drive, PO Box 5127 De Pere, WI 54115 |
| Phone | (920) 336-2267 |
| Fax | (920) 336-9139 |
| Owner | Chip Kolocheski |
| GSM | Todd Pennings toddp@kaydist.com |
| Suppliers | MillerCoors, New Glarus Brewing Co, Crown Imports, Diageo – Guinness, Mike's Hard Lemonade, Heineken USA, Boston Beer Co, Sierra Nevada, Bells Brewery. |

Total Employees: 70 Certified Beer Server (Cicerone) 14
Craft Managers (2) Matt Mleziva & Megan Behnke
Accounts Serviced: 1,297



C.J.W. Inc.

C.J.W. INC.



Address: 2437 Chicory Road
Racine, WI 53403
www.cjwbeer.com

Phone (262) 554-4288
Fax (262) 554-4282
Owner Glen Madrigrano
GM Dick Knapp
dknapp@cjwbeer.com

Suppliers MillerCoors, Pabst Brewing Co, Crown Imports, Mike's Hard Lemonade, Heineken USA, Boston Beer Co, Paulaner HP, WI Brewing Co, Sierra Nevada Brewing Co, Bells Brewery, Great Lakes Brewing, Alaskan Brewing Co, Lakefront Brewing Co, various other suppliers

Total Employees: 120 Certified Beer Server (Cicerone) 2

Accounts Serviced: 1,074

Zastrow the Beer Man

ZASTROW THE BEER MAN



Address: 3300 Thielman St
Merril, WI 54452

Phone (715) 722-0450
Fax (715) 722-0454
Owner Doug Zastrow
GM Dean Zastrow
dbzastrow@zastrowbeer.com

Suppliers MillerCoors, Pabst Brewing Co, Stevens Point Brewing Co, Phusion Products, Cadbury Schweppes, various othersuppliers

Total Employees: 63

Accounts Serviced: 1,466

Ott Schweitzer Distributorship, INC

Address: 616 Gateway Drive
Milton, WI 53563

Phone (608) 868-9700

Fax (608) 868-9789

Owners Steve Bysted, Dan Braun, Pat Chambers

GM Pat Chambers pat@osdbeer.com

Suppliers MillerCoors, Boston Beer, Constellation Brands, Heineken, Pabst, Mikes, Alaskan, Bells, Capital, Great Lakes, Lakefront, Stevens Point, Sprecher, Three Floyds various other suppliers

Total Employees: 70

Accounts Serviced: 1,100

OTT SCHWEITZER
DISTRIBUTING



La Crosse Beverage

Address: 400 County Road OT
Onalaska, WI 54650

Phone (608) 781-2400

Fax (608) 783-0377

Owners Frank Beverage Group (Joel Frank, Steve Frank, Bruce Melby, Steve Wheeler)

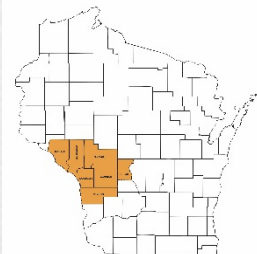
GM Mike Bittner mikebittner@lacrossebeverage.com

Suppliers MillerCoors, New Glarus Brewing Co, Pabst Brewing Co, Crown Imports, Diageo – Guinness, Mike's Hard Lemonade, Heineken USA, Boston Beer Co, Sierra Nevada various other suppliers

Total Employees: 70

Accounts Serviced: 937

LA CROSSE BEVERAGE



Northwest Beverage

Address: 1606 North 6th Street
Superior, WI 54880

Phone (715) 392-2978

Fax (715) 392-7524

Owner Rich Reder

GM Rich Reder rich@northwestbevareages.com

Suppliers MillerCoors, Capital Brewery, Lake Superior, Stevens Point, Boston Beer, Crown Imports, Summit Brewing, Heineken USA.

Total Employees: 23

Accounts Serviced: 492



Four Seasons Beer Distributors

Address: 983 County Road N
Aurora WI 54151

PO Box 2100
Iron Mountain MI 49802

Phone (906) 774-6373

Fax (906) 774 0059

Owners Joe Smeester, Joe Smeester Jr, Jeanna Kakuk

GM Dan Wallner dwallner@fourseasonsbeer.com

Suppliers MillerCoors, ABI, New Glarus Brewing Co, Pabst Brewing Co, Bell's Brewery, Mik'es Hard Lemonade, Crown Imports, Heineken USA, Steven's Point Brewing Co

Total Employees: 32

Accounts Serviced: 295



Distributor Territories

*Detailed descriptions provided upon request

WISCONSIN BEVERAGE NETWORK

