



720 Huber Dr., Monroe, MI 48162
Phone: (734) 241-5750
Fax : (734) 241-4580

Owners

Michael J. Miller, CEO

Mark Zochowski, President
markz@floralcitybev.com

Key Employees

Dave Peters, Sales Manager
dpeters@floralcitybev.com

Kristy Linster, VP Office/Human
Resource Manager
klinster@floralcitybev.com

Rick Vanisacker, Inventory Manager
rickvan@floralcitybev.com

Total number of employees: 27

Number of merchandisers: 3

Number of sales reps: 4

Number of sales supervisors: 1

COUNTIES SERVED

- Monroe
- Southern Wayne (cities of Flat Rock and Rockwood)

Total Market population: 160,000

COMMUNITY INVOLVEMENT

Major Company donations or charitable organizations supported.

- River Raisin Center for the Arts
- SMCC local private high school
- Big Brothers Big Sisters
- Heartbeat
- YMCA
- Special Olympics
- United Way
- The Humane Society

ABOUT US

We, at Floral City Beverage, Inc., have made a commitment to quality--quality in our products, in our service, and in our organization. We are committed to providing our customers with products of distinction. We are proud to be wholesalers of all of our suppliers' products, because they represent the highest quality products in the brewing industry.

Our commitment to quality extends to our customers. It means that we value our customers, and that customer service is a philosophy that is shared by every member of our company. It includes cheerfully greeting the customer by name, listening and offering assistance, and always saying thank you. In all our business practices, we strive to be fair, ethical, courteous and friendly. We recognize that we have a responsibility to the community in which we do our business. We try always to be good citizens and to be dynamic leaders and participators in our community's activities. We enjoy these opportunities to make friends. In our organization, we are proud of the quality of leadership, integrity and energy of our team. Cooperation, mutual respect, and dedication to the same goals characterize the spirit of our organization. We believe that a strong team moves our company forward. Because we recognize the importance of human development, we aim to provide an environment for our team which stimulates individual growth and personal satisfaction and encourages all members to reach their potential. We believe the success of our business depends on our ongoing commitment to quality in our products, in our service, and in our organization. We direct all our efforts toward the preservation of these dimensions of excellence.

CURRENT SUPPLIERS

National: AB, Boston Beer, FIFCO, Heineken, New Belgium

Michigan: Austin Brothers, Perrin, Rochester Mills, Roak, Blake's Hard Cider

CHAIN ACCOUNTS

Off-Premise - With number of locations:

Meijer (2), Walmart (1), Kroger (4), Rite Aid (3), Walgreens (4), Circle K (2), Speedway (5), Dollar General (5)

LOCAL MARKET DYNAMICS

- Floral City Beverage has been distributing beer to Monroe County for 80 years.
- We service nearly 600 square miles which includes all of Monroe and cities of Rockwood and Flat Rock.
- We are bordered by West Side to the North, DLJ to the West, Treu House to the South and the Western shore of Lake Erie to the East.
- Primarily comprised of blue collar and agricultural workforce.

RETAIL ACCOUNTS

- Off-Premise Accounts: 123
- On-Premise Accounts: 141

COMPETITIVE ADVANTAGE

- Only local Wholesaler.
- Been doing business for 80 years in the territory.
- We have the most veteran team in the market, and provide the best service.
- We know all the retailers by name, and they know us.
- We service our top 25% of retailers twice a week, and all accounts at least once/week.
- Our call frequency ensures we have the freshest products in the market.
- Our call frequency ensures we have the freshest products in the market.
- Floral City Beverage is in 98% of draft Accounts.

FESTIVAL ACCOUNTS

Major Venues/Special Events/Festivals serviced within the market:

- River Raisin Jazz Festival
- Monroe County Fair
- Local church festivals