



## ABOUT US

Established in 1951, Mervenne Beverage is a family owned business with over 67 years of servicing our market. Throughout the years, Mervenne Beverage has built a strong foundation of trust and partnership with our customers. We pride ourselves with being committed to providing quality products and maintaining strong relationships.

4209 M40  
Holland, MI 49423  
Phone: 269-751-7373  
Fax : 269-751-7212

### Owners

Mercedes Saurbaugh  
Owner

Laurie Hekman  
Treasurer

### Key Employees

Jim Permesang  
General Manager  
[jpermesang@mervennebeverage.com](mailto:jpermesang@mervennebeverage.com)

Chris Post  
Sales Manager  
[cpost@mervennebeverage.com](mailto:cpost@mervennebeverage.com)

Brian Essenberg  
Market Manager  
[b.essenberg1@yahoo.com](mailto:b.essenberg1@yahoo.com)

John Rizzo  
Sales Execution Coordinator  
[john.rizzo1428@gmail.com](mailto:john.rizzo1428@gmail.com)

Jennifer Bouwman  
Office Manager  
[jbouwman@mervennebeverage.com](mailto:jbouwman@mervennebeverage.com)

Monica Houser  
Inventory and Forecasting Lead  
[monicam@mervennebeverage.com](mailto:monicam@mervennebeverage.com)

**Number of merchandisers: 9**  
**Number of sales reps: 6**  
**Number of sales supervisors: 2**

### COUNTIES SERVED

- Ottawa
- Barry
- Allegan
- VanBuren

**Total Market population: 400,000**

## COMMUNITY INVOLVEMENT

### Major Company donations or charitable organizations supported.

- MDA
- Area Public Schools
- Grand Valley State University
- Allegan County Search and Rescue
- Grand Haven Coast Guard Festival
- Holland Police Officers Association
- L.A.U.P (Latin Americans United for Progress)
- Make A Wish
- Area Recreation Departments

## CURRENT SUPPLIERS

**National:** Anheuser-Busch, Goose Island  
New Belgium Brewing, United Brands

**Regional:** Cigar City, 10 Barrel, Blue Point,  
Breckenridge, Elysian, Golden Road,  
Kona, Widmer

**Michigan:** Perrin Brewing, Austin Brothers,  
Roak Brewing, Elk Brewing, Rochester  
Mills, Ridge Cider, Blake Farms Cider

## LOCAL MARKET DYNAMICS

- Market ranges from rural farm land to 60 miles of West Michigan shoreline
- Seasonal Market
- Holland is home to Hope College, with an enrollment of 3150.
- Allendale is home to Grand Valley State University, with an enrollment of 25,049.
- Gas and convenience accounts total 38% of the total off-premise business
- 40% of our total volume is done between May and August
- Growing Hispanic Market

## COMPETITIVE ADVANTAGE

- Only local wholesaler
- Market share leader
- Experienced sales and delivery staff
- Manageable portfolio
- Focus on customer service
- Seven days a week merchandising support
- History of helping our accounts grow their business

## RETAIL ACCOUNTS

- Off-Premise Accounts: 250
- On-Premise Accounts: 220
- Taps in Market: 1330
- Company Taps: 320
- Company Share of Taps: 24%

## CHAIN ACCOUNTS

### Off-Premise locations:

- Meijer
- Walmart
- Spartan Nash
- Sam's Club

## FESTIVAL ACCOUNTS

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

- Berlin Raceway
- US 131 Speedway
- Coast Guard Festival
- Eagles Entertainment Tent
- Polish Days
- Ottawa County Fair
- Wurstfest (New Salem)
- Ice Breakers