



WHAT'S ON TAP

VOL. X

2024



LEADERSHIP THOUGHTS

THE SUMMER SELLING SEASON



"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack in will." - Vince Lombardi

I love that quote from Coach Lombardi. I can think of several examples I have witnessed in my professional life where the smaller competitor, the guerrilla style marketer, or the simply "obsessed" sales organization overcame massive obstacles and realized tremendous success seemingly by just willing it to be so. But it is more than just the will to win. It also requires the will to invest, the will to plan, the will to learn from both failure and success.

The first trimester brought overall strong results for our branches overall growing CE Volume by 4.2%, net sales revenue by 4.9%, and gross profits by almost 6%. While we are happy about the start of the year, we are keenly aware of the hurdles and challenges that lie ahead as we roll into the summer. Our main competitor has seen some improvement in total market share mostly through their emphasis on Michelob Ultra and Busch Light. No doubt, we have a tough fight ahead of us as they continue to discount aggressively and shift consumers to other brands in their portfolio.

The good news is that together we have everything necessary to deliver a win for our stakeholders. Through the GBB Momentum Flywheel framework, we have spent the past year developing our portfolio of influential brands. We have focused on developing our people, refining our internal processes, and executing at retail to deliver differentiated results. Through our partnership, I am confident that we have the strength, knowledge, and the will to be successful. As your distributor, we are committed to working hard alongside you to execute the plans we have made and ensure our mutual success. We are grateful to you for all that you do to support us and help to make us better. Which brings me to something else Coach once said:

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

Thanks for all that you have done in the first trimester to support us. We look forward to working with you as we win the summer!

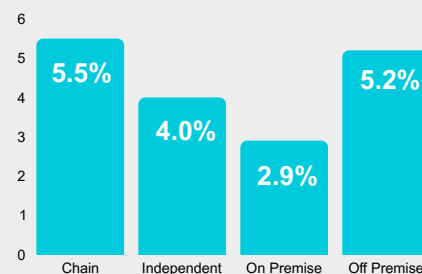
— Will Herrin

Senior Vice President of Sales & Operations



TRIMESTER 1 2024

CHANNEL TRENDS



NET SALES

3 MONTHS	5.0%
6 MONTHS	4.9%
12 MONTHS	13.5%

GROSS PROFIT

3 MONTHS	6.0%
6 MONTHS	6.1%
12 MONTHS	14.5%

OPTIMIZE PROCESSES

RIO GRANDE VALLEY DEVELOPMENT GRAND OPENING

The grand opening of GBB's new facility in Weslaco, Texas, is a testament to the company's commitment to innovation and growth. The introduction of advanced technologies and equipment underscores GBB's dedication to efficiency and productivity.



New warehouse operation, supply chain, safety improvements and innovative technologies that were installed in the new facility include the following:

POWERCHOCK 5 ERGONOMIC VEHICLE RESTRAINT SYSTEM

NEW SWING MOUNT LAYER PICKER:

- This machine has the potential to increase layer pick productivity by 30%

LAYER PICKER ESTIMATED PERFORMANCE:

MANUAL PICKING	➔	240 CASES PER HOUR/ 24-30 LAYERS PER HOUR
FORK MOUNT PICKING	➔	800 CASES PER HOUR/ 80-100 LAYERS PER HOUR
SIDE MOUNT PICKING	➔	2000 CASES PER HOUR/ 200-250 LAYERS PER HOUR
SWING UNIT	➔	2600 CASES PER HOUR/ 260-325 LAYERS PER HOUR



PALLET FLOW RACKING:

- A FIFO storage system that offers an optimum rotation of products with expiration dates. Space, manpower, and utilities savings

AUTOMATED CONVEYOR PALLET WRAPPER:

- The automated conveyor wrapper allows pickers to drop and go while wrapping 80 pallets per hour. This provides a more accelerated 'automated' wrapping process

COUNTLESS HOURS SPENT BY MULTIPLE PEOPLE ON THE TECHNOLOGY TEAM TO DELIVER THE BEST POSSIBLE EXPERIENCE WITH ALL OF THE TECHNOLOGY IMPLEMENTED

CUTTING EDGE CONFERENCE ROOMS:

- Yealink video meeting bars with touch screen controls on the inside and outside of all conference rooms

WYEBOT "SMART WIFI" SENSORS: X-RAY VIEW OF WIFI COVERAGE WHICH ALLOWS US TO PROACTIVELY TWEAK WIFI FOR THE BEST COVERAGE POSSIBLE



The collaborative efforts of the Weslaco team and contributions of esteemed guests have set the stage for a prosperous future. As GBB continues to expand its horizons, the integration of these new systems will undoubtedly play a pivotal role in shaping the company's trajectory towards success. The Weslaco facility represents GBB's commitment to the Rio Grande Valley and its pursuit of excellence in all aspects of its operations.

FOCUS ON PEOPLE



BLACK HISTORY MONTH

"Everyone is fighting a battle you know nothing about. Be kind. Always."

DALLAS

— EVON LADAY
Senior General Ledger Accountant



2024 SIP N' CHAT RECAP

Glazer's Beer & Beverage's annual celebration of Women's History Month stands as a testament to the progress and empowerment of women in the corporate world. The 2024 Sip N' Chat panel, graced by influential figures Julie Carbon, Jaime Vavrick, and Jennifer Ficklin, provided a platform for sharing valuable experiences and insights that transcend the beverage industry.



Key topics covered during the event resonate with the broader narrative of women's advancement in society. Underlining a commitment to equality and breaking down barriers, the influential panelists opened the door for folks to gain a deeper sense of understanding for one another. For further insight, see the groups' core messaging below.

BEING A BETTER ALLY:

Effective communication, negotiation and relationship building are key to establishing boundaries that ensure tasks are fairly distributed and every voice is heard. These skills ultimately reduce stress and boost comradery, leading to a more inclusive work environment. By prioritizing positive intentions and open conversation, organizations can become stronger and more unified.

NAVIGATING CHALLENGING CONVERSATIONS:

In the realm of professional environments, the courage to engage in difficult dialogues is a cornerstone of ethical leadership. It fosters an atmosphere where trust and respect are paramount, and where every voice can be heard. This proactive approach not only cultivates a culture of transparency and accountability but also serves as a catalyst for positive change and innovation within the organization.

WORK / LIFE BALANCE:

The conversation around work-life balance is crucial, especially when considering the unique challenges faced by women in leadership roles. The ability to share personal experiences and strategies can be incredibly empowering. It highlights the importance of a supportive work environment that values individual needs and promotes a culture where personal well-being is as important as professional success.

LEADERSHIP:

Leadership guidance is invaluable, especially for those stepping into supervisory roles. Panelists emphasized the importance of skills such as active listening, ongoing education, and the ability to adapt to changing circumstances. These principles provide a roadmap for emerging women in leadership. The mentor-mentee relationship is highlighted as a cornerstone for growth, offering skill enhancement, learning from seasoned professionals, and opening doors to advancement opportunities.



Sip N' Chat - Women's History Month: 03/27/24

As the corporate landscape continues to evolve, insights from events such as GBB's Sip N' Chat contribute to shaping a more equitable future, where women's contributions are recognized, and their potential is fully realized. The legacy of Women's History Month is thus enriched by these collective efforts, ensuring that the strides made are not only remembered, but built upon for generations to come.



EXECUTE AT THE HIGHEST LEVEL



HY-VEE #1610 | SIOUX CITY



WALMART 0278 | SHREVEPORT



HEB FOOD #085 | SAN ANTONIO



TOTAL WINE #504 | SAN ANTONIO



KROGER #652 | NORTH LITTLE ROCK



HEB #623 | SAN ANTONIO

ACHIEVE DIFFERENTIATED RESULTS

2024 RESULTS

GBB PERFORMANCE	CASE EQUIVS	NET SALES	GROSS PROFIT
	▲ 4.2%	▲ 4.9%	▲ 5.9%
SUPPLIER PERFORMANCE	CASE EQUIVS	NET SALES	GROSS PROFIT
MILLERCOORS	▲ 4.7%	▲ 5.4%	▲ 7.4%
HEINEKEN USA	▲ 0.5%	▼ -1.2%	▼ -0.9%
CONSTELLATION BRANDS	▲ 17.6%	▲ 17.4%	▲ 17.8%
BOSTON BEER CO.	▲ 12.0%	▲ 12.1%	▲ 13.7%
PABST BREWING CO.	▼ -1.3%	▼ -3.1%	▼ -1.7%
DIAGEO-GUINNESS USA	▼ -1.9%	▼ -2.6%	▼ -1.8%
THE GAMBRINUS COMPANY	▲ 3.4%	▲ 4.3%	▲ 4.9%
MARK ANTHONY	▼ -2.1%	▼ -2.2%	▲ 0.0%
FIFCO USA	▼ -11.8%	▼ -11.1%	▼ -12.8%
NEW BELGIUM BREWING CO.	▲ 17.5%	▲ 17.7%	▲ 16.8%

DEVELOP INFLUENTIAL BRANDS



SURFIN' INTO SUMMER

Glazer's Beer & Beverage of Arkansas and Nebraska launched Surfside Iced Tea and Vodka Cocktails in April securing 751 placements in 280 accounts. Glazer's Iowa, Louisiana, and Texas will launch the brand in May and June.

BEAT THE HEAT

In T1 2024, Glazer's Beer & Beverage implemented a focused distribution drive in independent accounts. A huge success, the program achieved 12,555 effective placements in 2,206 accounts which is 70% of the independent account universe averaging 5.7 SKU's per account.

