



Reyes Beer Division



Media Contact: Laurel Patrick
lpattick@reyesholdings.com
217.827.0929

REYES BEER DIVISION SIGNS AGREEMENT WITH COLUMBIA DISTRIBUTING IN NORTHERN CALIFORNIA

ROSEMONT, IL – April 11, 2022. Reyes Beer Division (RBD) has entered into an agreement to acquire the Northern California business from Columbia Distributing in Sonoma and Marin counties. The transaction is limited to Columbia Distributing's Northern California territory and scheduled to close on June 10, 2022, and will roll up under RBD's existing Golden Brands operations.

"California is a very important piece of our business and we've seen tremendous growth in the market," said Tom Day, Chief Executive Officer for Reyes Beer Division. "We are uniquely positioned for this opportunity, with more than 3,500 employees statewide and investments of millions of dollars in 25 facilities. This new addition is another great example of our long-standing commitment to strengthening the California beer market."

"Columbia Distributing has built a thriving business in Santa Rosa over the past five years, which sets us up for great success," said Tom Reyes, President of Reyes Beer Division West. "We are thrilled to continue offering unparalleled customer service and the best brand portfolio to our new customers and consumers alike."

The acquisition will add around 1,350 customers, approximately 4 million cases, and includes brands from key suppliers such as Constellation, Molson Coors, Lagunitas, Mark Anthony Brands, Sierra Nevada, Boston Beer, Heineken, Diageo, along with a great craft beer portfolio.

"Columbia Distributing has a long history of providing an incredibly strong portfolio, unmatched route to market and premium customer service to the Pacific Northwest," said Chris Steffanci, Chief Executive Officer of Columbia Distributing. "We are also very proud of the business we have built in Sonoma and Marin counties over the last several years, but as we continue to focus on our long-term strategy of aggressive organic growth, strategic partnerships and significant acquisitions, California does not fit into that strategy."

Steffanci added, "Reyes Beer Division shares many of our same values, and with their strong operating model and reputation for excellence, we know they will build on the momentum we have in the California business."

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About Reyes Holdings, L.L.C.

Reyes Holdings, aligned with leading beverage and foodservice providers, produces and delivers some of the best-known brands and widest variety of food and beverage items to retailers around the world. Annually, the company delivers more than 1.2 billion cases of beverage and food products from over 200 locations across the world. Reyes Holdings operations include Reyes Beer Division, the largest beer distributor in the United States representing import, craft and domestic beer brands; The Martin-Brower Company, L.L.C., a global quick-service restaurant distribution business and the largest supplier worldwide of distribution services to the McDonald's restaurant system; and Reyes Coca-Cola Bottling, a Midwest and West Coast bottler and distributor of Coca-Cola products. Reyes Holdings is the 8th largest privately held company in the United States with +31,000 employees and annual sales exceeding \$30 billion. For more information about Reyes Holdings, visit the company website at www.reyesholdings.com.

About Reyes Beer Division

Reyes Beer Division (RBD) is dedicated to being the best distributor in the industry with distributorships in California, Florida, Illinois, Indiana, Maryland, Michigan, South Carolina, Virginia and Washington, D.C. RBD is committed to protecting the quality of its brewing suppliers' brands through the utilization of superior routing and world-class warehouse and cold storage facilities, while also using its highly-trained sales team to grow those brands and best serve the retail customers of Allied Beverages, Chesbay Distributing, Chicago Beverage Systems, Crest Beverage, Florida Distributing Company, Gate City Beverage, Gold Coast Beverage, Golden Brands, Greenco Distributing, Harbor Distributing, High Desert Distributing, Lee Distributors, Monarch Distributing, Premium Distributors of Maryland, Premium Distributors of Michigan, Premium Distributors of Virginia, Premium Distributors of Washington DC, and Windy City Distributing. Across 41 facilities, our team of 7,200 people delivers over 265 million cases annually to over 100,000 retail accounts across the nation. For more information on the company, its portfolio of world-class beer brands and career opportunities, explore the company's website at www.reyesbeerdivision.com.

About Columbia Distributing:

Since 1935, Columbia Distributing has helped build some of the best-known brands in the beverage business. Today Columbia Distributing and its 3,000+ employees service over 22,000 retail customers covering more than 171,000 square miles in Oregon, Washington and California. Columbia's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs. This is achieved by providing ongoing, sustainable opportunities and growth for its employees, customers, suppliers, shareholders and communities. For more information on Columbia Distributing, including employment opportunities, please visit www.coldist.com.

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