

# In Case You Missed It: Anheuser-Busch Completes Purchase of Owensboro Distributor

*There are now FOUR distributors serving robust Owensboro beer market*

## OWENSBORO MESSENGER INQUIRER

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**(Owensboro, KY)** Anheuser-Busch LLC has closed the deal to buy Budweiser of Owensboro's assets in the Mid-America Airpark, and the new owner now has a malt beverage distributor's license in Daviess County. Anheuser-Busch will continue to operate the warehouse at 4221 Airpark Drive "in the same manner it is today, and the number of employees that are currently working on site will remain the same," a company spokesperson said via email.

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Final operational details are being worked out, and Owensboro retailers will see no disruption in their service, [Anheuser-Busch spokesman Damon] Williams said.

"It is our understanding that only about 500 cases of liquor were even distributed by this facility in 2014, and we are not aware at this time of whether a wine or liquor distributor has agreed to acquire any of those brands," Williams said. "In any event, there are three other distributors in Owensboro that can provide those producers with a distribution option."

As for beer, Budweiser of Owensboro appears to have sold only 30 of the 88 malt liquor brands it could sell during 2013, he said. Of those 30 brands, 12 are supplied by Sierra Nevada and six by Magic Hat.

"I can tell you that the right to distribute the Sierra Nevada brands was sold by the Hand family to Clark Distributing; the rights to the Magic Hat brands was sold to Heidelberg Distributing; and the rights to Vermont Hard Cider was sold to Beer House Distributing," Williams said. "There are at least four distributors now operating in Owensboro since we closed the deal on Friday."

Out of about 700,000 cases of beer sold from the Owensboro distributorship in 2014, less than 1 percent, or about 6,000 cases, were non-Anheuser-Busch products, and of those only about 3,000 were craft brands, he said.

"That means that in 2014, of all the beer distributed out of this facility, over 99 percent of it was an Anheuser-Busch product," Williams said. "There is a reason, after all, the name of this business is Budweiser of Owensboro."

All beers will have ample distribution opportunities, Williams said.

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*Anheuser-Busch*

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