

Regional Wholesaler of Beverages, Convenience-Store Items, and Sundries

50-Year-Old Company Enjoys 90% Customer-Loyalty

Location: Northeast

2011 Revenue: \$23.8 Million

Diversified Portfolio of Three Wholesale Businesses: The Principal Wholesaler, A Bottled -Water Franchise, A Popular Frozen-Confection Franchise. Also A Profitable Retail Store.



Loyal Customer Base Includes 500 Retailers And Four Sovereign Native-American Nations.



Products Include Such “Necessaries” as Beverages, Candy and Confectionary Products, Tobacco Products, Groceries, and Health-and-Beauty Supplies.



Company Founded in 1951.



Significant, Untapped Growth Opportunities, Including Bottled-Water, and Beer Distribution.



Exclusive Distribution Rights for Sobe.

For further information regarding **Client #209980**, you are invited to contact:

eMerge M&A

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Business Description

Over the course of its fifty years the Company has established itself as a dominant regional wholesaler of the types of products typically found in convenience stores, principally non-alcoholic beverages, tobacco products, convenience-food items such as candy and snack products, groceries, and health-and-beauty products. Including four sovereign native-American nations, it sells to over 500 customers, who, on average, order 50 times a year. Customer loyalty is very strong – 90% of sales are generated by repeat customers – a consequence of the Company’s long history, its emphasis on customer service, its dependable supplier relationships and its proprietary information technology and internal systems which undergird reliable distribution and service. The firm stocks and delivers thousands of SKUs, making it a one-stop source for retailers. The Company maintains exclusive and non-exclusive distribution agreements with prominent manufacturers including Hershey, Phillip Morris, M&M/Mars and Sobe Beverages.

In addition to the principal wholesale business the Company and its affiliates operate two regional dispensed-beverage-distribution businesses: one of bottled-water, the other of a nationally branded frozen-confection. In the case of each, the Company owns the dispensing equipment and sells its customers supplies at a high margin.

Management believes there are significant growth opportunities in three areas: 1] The bottled-water distributor enjoys a virtual monopoly in its market and yet has less than three-percent market penetration, by management estimates. 2] The frozen-confection distributor has untapped opportunities in the educational market. 3] The Company is eligible to secure a beer-distribution license, possesses the necessary infrastructure and has identified brewers in need of such distribution.

Who Would Buy This Company?

- ★ *Manufacturer seeking northeast-region distribution channel for its own products.*
- ★ *National or super-regional wholesale distribution company.*
- ★ *Strategic player seeking consolidation in wholesale distribution chain.*
- ★ *Entrepreneur able to leverage 50 years experience and goodwill.*
- ★ *Company or organization seeking strong commercial relationship with Indian Nations.*
- ★ *Manufacturer of food, beverage or tobacco products.*
- ★ *Bottled-water company looking to exploit ripe regional growth opportunity.*