



The Wholesalers Daily

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connecticut
beer wholesalers association

80 YEARS & FOUR GENERATIONS Prohibition Ends. An Industry Begins...



G&G BEVERAGE DISTRIBUTORS

On G&G's 33rd anniversary, they acknowledge the hard work and commitment of their extended family that made it what it is today.



With a loan and assistance from family members, Mark and Christine Gingras officially began G&G Beverage Inc. on December 9, 1980, after acquiring SIB's Distribution Company. The first three years were very hard and required enormous sacrifice just to make payroll. Mark and Chris sold just about everything they owned to keep G&G in business.



Their initial office and warehouse was located in North Haven, CT, supported by twenty-one employees. After being awarded distribution rights to Coors in 1985, G&G opened a new facility in Wallingford, CT. Today, G&G continues to create new jobs with 17 new positions created in 2013 alone. Currently, there are 74 Con-

necticut residents now part of the G&G family.

The Gingras family encouraged their daughters to follow their dreams. In 2011, Marguax Gingras became the second generation to bring her experience to the daily operation of the family business.



"Working alongside my parents every day to grow a company that they worked so hard and sacrificed so much for will always be my fondest memory".



STAR DISTRIBUTORS A. GALLO & COMPANY



Michael Gallo, Sr. came to America from Italy when he was just nine years old. After graduating Bentley University he worked as a bookkeeper for a hat factory and moonlighted at the Rudy F. Baker Distributing Company, a soda distributor during prohibition.

1934, a year after the end of Prohibition, the Rudy F. Baker Company began distributing beer once again. During this time, Michael continued to work for the company. Three years later, Michael acquired the rights to existing brands owned by Baker and, with the help of his father: A. Gallo Distributing Company was formed. Throughout

the years Michael continued to expand the company with the assistance of his son, Anthony "Tony" Gallo.



Tony's desire was always to have his sons continue to operate the family business with the same family values passed on to him from his father. Brothers, Peter Gallo, Vice President of Star Distributors, Inc. (2008) and Rocky Gallo, Vice President of A. Gallo &

Company (2013) are honored to share their story as the third generation of Gallos serving the Connecticut Beer industry.

"Our father told us the day we graduated high school was the day we could start working," shares Peter. "From that first day, through summers, school vacations, winter breaks and any free day we had, my brother and I worked every job in the plant. We had to become a jack-of-all-trades, earning respect, but more importantly... learning to respect the roles of each an every employee." "We absolutely did," echoes Rocky. "My first paid day on the job I was 18-years old. It was 5:30 in the morning and

my dad tossed me a hand truck with instructions to 'get to work.' That day, I delivered 600 cases of beer. As a result of those early years, I will never ask anyone to do anything I would not do myself."

Thanks to the end of Prohibition and the adoption of State-based regulations, three generations of Gallos, Tony, Peter, and Rocky, share the responsibility of running the Star Distributing Company (West Haven) and A. Gallo & Company (Litchfield) along with 275 members of their extended family.



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ALLAN S. GOODMAN & ROGO



Allan S. Goodman, Inc., one of the first spirit distributors in East Hartford, CT, was founded by Allan Goodman in 1933 after the end of prohibition. The company has the historical distinction of being a multi-generational family organization: Goodman's stepson, Roger Loeb, is currently Chairman and Loeb's daughter's husband, Dave Heller, is the current President.

Clem Sayers, General Manager, has become an important part of the family business and has run the company with passion since 1976. Sayers' dedication has made Rogo a successful beer and beverage distributor in the Hartford area. The philosophy of Goodman and Rogo is that their employees are the heart and soul of the organization.



Loeb expanded into the beer and soda market when Rogo Distributors opened for business in 1976. In the early years, it was a struggle for all Connecticut distributors to make ends meet until Coors appointed Rogo and other CT distributors their wholesaler.



Today, they are proud to employ a total of 250 Connecticut residents who are committed to building strong communities and assisting families that live and work in the Hartford area. Sayers says, "The company's philosophy is if one is going to do business in a community, then one must give back to it."

F&F DISTRIBUTORS



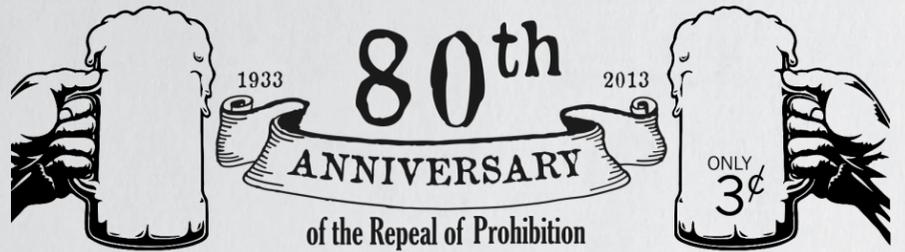
Following a friend's advice in 1947, Anthony Filardi left his job as a mason in White Plains, New York, to open a beer distributorship in New London, Connecticut. At that time, breweries were allowed to have "branches" meaning they could make and distribute successful beer brands making it difficult for small companies like F&F Distributors that were left with less popular ones.

In the late 1960's Anthony's son, Peter, was welcomed into the business. Along with his F&F responsibilities, Peter worked evenings driving an oil truck and weekends at Electric Boat digging ditches to support his family.

Today, Eric Filardi, the middle son of Peter and Anne's four children, became the third generation working at the family business. From a very early age, Eric went to work with his father on Saturdays and school vacations. He learned every aspect of the business and worked alongside his father up until Eric earned the title President seven years ago.



Eric is honored to carry on the family values inspired by his father and grandfather. He acknowledges the dedication of the 60 men and women that work with F&F on a daily basis to keep the company successful. His generosity is seen throughout New London and Middlesex Counties where he gives back to the community he supplies.



December 5, 2013 marks 80 years since the end of prohibition that lead to the establishment of state-based regulations. In remembrance of this historic event, the Connecticut Beer Wholesalers Association (CBWA) is hosting a press event. The press conference will begin at 11:00am Thursday, December 5, 2013 The Legislative Office Building Room 1D

The purpose is to honor this time in our country's history; highlight the importance of Connecticut's regulatory system; hear personal stories from this generation's distributors about how their fathers and grandfathers began the first distributorships in Connecticut; learn about the importance of distributors in today's economy.

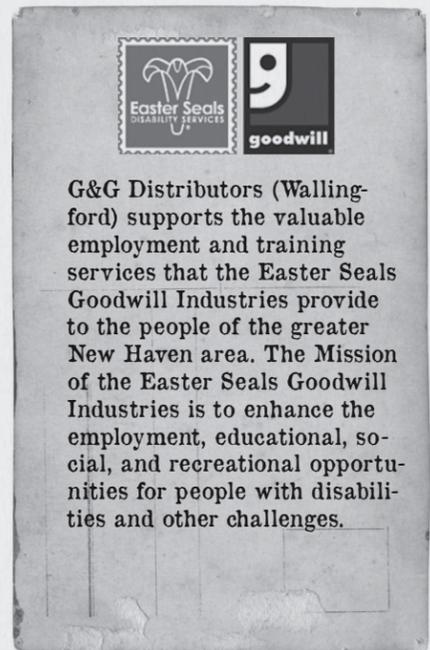
CBWA GOODWILL TO ALL

CONNECTICUT BEER WHOLESALERS ASSOCIATION
— ACTIVE IN THE COMMUNITIES WE SERVE:



Rogo and Goodman are proud to announce their support for Foodshare's 14th annual "Turkey Tuesday". Foodshare supports the greater Hartford area in an effort to alleviate poverty and end hunger. "Turkey Tuesday" has become an integral part of Foodshare's Annual Turkey and Thirty Campaign where donors of turkeys are asked to give an additional gift of \$30 to enable Foodshare to continue connecting local residents with the resources they need today to become more independent tomorrow.

See where else CWBA is making a difference:
ctbeerwholesalers.com/newsroom-cbwa/in-the-community

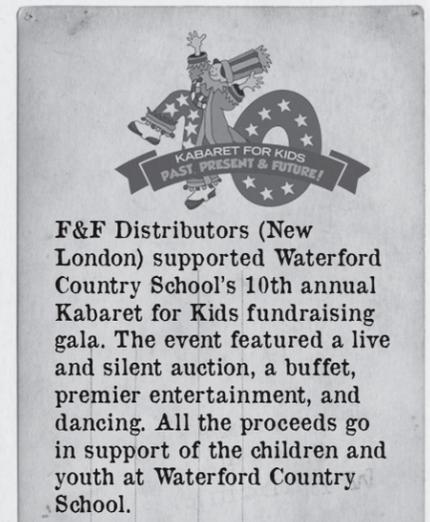


G&G Distributors (Wallingford) supports the valuable employment and training services that the Easter Seals Goodwill Industries provide to the people of the greater New Haven area. The Mission of the Easter Seals Goodwill Industries is to enhance the employment, educational, social, and recreational opportunities for people with disabilities and other challenges.



Each year Star Distributors celebrates St. Crispin Day by partnering with Crispin Cider and Soles4Souls to collect shoes for those in need! This year, Star employees donated 41 pairs of gently-worn, good-conditioned shoes to the worthy cause!

In the month of November, Star Distributors holds its Annual Food Drive. Employees donate non-perishable food items throughout the week. This year, all companies in the Star Gallo family participated - Star, A. Gallo, NEWS, Scrapco, Thames! We collected around 550 lbs of food and it was donated to the Connecticut Food Bank.



F&F Distributors (New London) supported Waterford Country School's 10th annual Kabaret for Kids fundraising gala. The event featured a live and silent auction, a buffet, premier entertainment, and dancing. All the proceeds go in support of the children and youth at Waterford Country School.

Waterford Country School is dedicated to doing whatever it takes to enrich the lives of children and strengthen families through specialized programs to ensure that each child entrusted to their care is given the opportunity to grow, learn, and develop at his or her own pace.