



We are sending the message below to South Jersey Retail Owners and Operating Managers

Thank you for your flexibility and collaboration as we bring our industry leading portfolio to thirsty South Jersey consumers this summer. We know the pandemic disruption shortages that we and other beverage wholesalers are challenged with cause frustration for you and your customers. We continue to work with our suppliers to address this situation.

Factors influencing supply chain shortages:

1. Covid-19 Pandemic Travel & Work Restrictions Especially Import Brands (Mexico)
2. Aluminum Can Demand Is Greater Than Supply – Industry shift from bottles to cans exacerbated by on premise shutdown (Accelerated Package Mix Shift)
3. Nationwide Shortage of CDL Truck Drivers

While we have forecasted and ordered 12-ounce cans at a level well ahead of any year in recent memory, we continue to experience supplier inventory constraints. The reality is we simply cannot accommodate all orders that are coming in at historically high levels.

Thank you for your partnership as we manage through this situation together. Our sales representatives are listening and available to provide solutions. We are committed to being as transparent as possible every step of the way. Please know that our teams are working with suppliers to identify all possible solutions.

Thank you for your continued support!

Brendan Dalton
Vice President & General Manager

