



THE KRAMER

BEVERAGE REPORT

News, views, opinions,
and general information
from the beverage world

Volume 3, No. 1

Summer 1990

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MORE

OF
WHAT
YOU
WANT

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- ★ PHOTOS
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- ★ VIEWS AND OPINIONS
- ★ SELLING TIPS
- ★ JOKES JOKES JOKES

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KRAMER BEVERAGE HONORS EMPLOYEES

Newly designed "SERVICE PINS" awarded; safety records also honored at special awards dinner



Warehousemen Richard Jones (left), Ellsworth Jones (center), and Lonnell Jones (right), are shown holding their gold pins, awarded for their 22, 38, and 25 years of service. The pins were presented by Charles Kramer, President and Lynn Kramer, Vice-President of Kramer Beverage Company.

Kramer Beverage Company honored 37 employees at a special awards dinner held recently at the Tilton Inn in Northfield, New Jersey.

There were 14 employees cited for their service at Kramer Beverage which totalled 185 years!

The honored employees received a new, specially created "KRAMER SERVICE PIN." Employees with 5 years or more received silver pins; those with 10 or more received gold pins; employees with 15 years or more received gold pins set with semi-precious stones.

Honored for service during the dinner included the following:

Ellsworth Jones, a warehouseman, heading the seniority list with 38 years of employment, joining Kramer Beverage in 1952. Warehousemen **Lonnell Jones**, 25 years and **Richard Jones**, 22 years were also honored.

Drivers **John Welke** and **Christopher Monge** were honored for their 10 years of service and drivers **Don Allen**, **Tony Cavileer**, **James Dalker**, **Don Erikson** and **Jerry Simpson** were honored for 5 years of service each.

Salesmen **James Roache** and **Leon Savage** were honored for 5 years.

Not present at the dinner were warehousemen **James Reed** with 27 years and **Haywood Martin** with 20 years of service.

Charles Kramer, President of Kramer Beverage stated, "At a time in American business, when company loyalty has often gone by the wayside, we are pleased that so many of our employees have chosen to stay with the Company and grow with us. Each of these individuals has played a significant role in our expansions."

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CUSTOMER INTERVIEW

Kramer Beverage asks three customers what they think about

- Today's Marketplace
- Beer Sales
- Kramer Products
- Kramer Merchandising

The respondents were:
ALL STAR LIQUOR, Atlantic City
Steve Sternburger, Owner
Joe Goss, Manager

GORMAN'S LIQUOR, Cape May
Jerry and Lorna Gorman, Owners
John Moore, Manager

SHOP-RITE LIQUOR, Millville
Ron Rossi, Owner
Gino Pagano and **Allan Vannini**, Co-managers

All three were asked the following:

1 WHAT IS YOUR FEELING OF OVERALL BEER SALES SO FAR THIS YEAR?

ALL STAR: "Beer sales are up in our store. COORS LIGHT 12/12 cans are the #2 selling package for us."

GORMAN'S: "Generally, I feel that beer sales are on the increase."

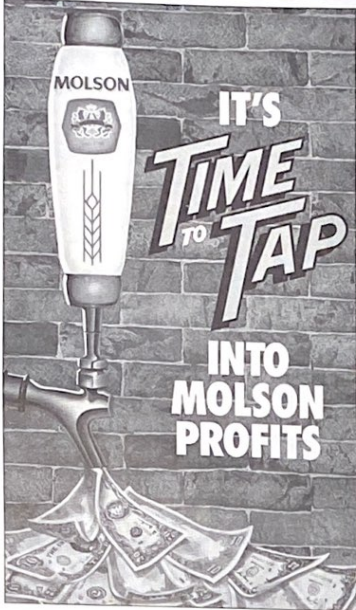
SHOP-RITE: "Beer sales seem to be picking up and this will increase further with the good weather."

2 WHAT ARE YOU DOING TO INCREASE SALES IN YOUR STORES?

ALL STAR: "We use our floor space to display the beer. We've found that the better we display our products and make it easier for customers to find their choices, the better our sales figures."

GORMAN'S: "We advertise discounts heavily and always give good service to our customers. We keep a well stocked inventory and display all of our merchandise in a variety of interesting ways to keep our in-store appearance fresh and exciting."

Continued on page 3



**YOU CAN
GENERATE
SUBSTANTIAL
INCOME
WITH
MOLSON**

Here's How....

**MOLSON: THE LEADING
IMPORT DRAUGHT BEER IN
AMERICA TODAY**

Molson now commands a **20.2%** total market share in the US and over **55%** of the draught market in Canada.

This imported Canadian beer seems to have hit upon just the right formula that appeals to today's beer drinkers: smooth, drinkable character with strong brand image. It's rated No. 1 in taste for imports in independent surveys. Today, MOLSON is one very strongly positioned product.

WHAT DOES THIS MEAN FOR YOU?

PLENTY! MOLSON costs less than the expensive European imports but you can sell it for the same price per glass. That means a higher profit margin for you.

Selling MOLSON draught over the competing brands is a great way to generate a substantial amount of extra income for all Kramer Beverage's on-premise accounts. It has a consistent, high quality image and taste that equals or surpasses the competition.

If you carry MOLSON draught, the 15.5 gallon keg gives you 17% more servings per keg than European imports.

**IMPORT DRAUGHT BEER MARKET SHARE
TOTAL USA**

MOLSON	20.2%
OTHER CANADIANS	16.1%
BECKS	15.3%
DUTCH	12.5%
OTHER BRITISH	5.7%
BASS	17.3%
IRISH	9.8%
ALL OTHERS	3.1%

4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21
PERCENTAGE

Canadian beers now account for 36.3% of the imported draught beer sales, leading all other segments in the category.

Using the chart below, you'll see for yourself how much additional profit you can make with MOLSON.

Contact your Kramer Beverage sales representative for more information on the profit calculator and the additional amount of income you could be generating per keg with MOLSON.

ONTAP	MOLSON	BRAND A	BRAND B	
A. KEG SIZE				
B. COST PER KEG	\$	\$	\$	
C. NO. OF 10 OZ GLASSES PER KEG				
D. REVENUE PER GLASS	\$	\$	\$	
E. REVENUE PER KEG (C X D)	\$	\$	\$	
F. PROFIT PER KEG (E - B)	\$	\$	\$	
	G	H	I	
ADDITIONAL PROFIT PER MOLSON KEG		VERSES BRAND A (G-H)	VERSES BRAND B (G-I)	
	+	\$	+	\$

**DISPLAYS THAT MEAN
MORE MONEY FOR YOU**

"Beer-B-Que, Waterfalls, Banners, and more!"

In order to maintain our leadership in the merchandising area, we at Kramer Beverage continually strive to obtain merchandising displays and point of sale materials that are "ATTENTION GETTERS" and "BRAND AWARENESS BUILDERS" as well as appropriate for the season.

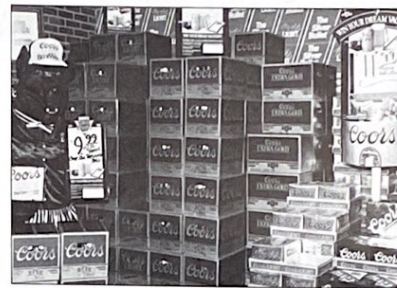
This summer will be no exception and the materials for this season are proving to be exciting, colorful and results oriented. COORS will be using the proven theme **COORS LIGHT "BEER-B-QUE,"** a promotion that has been successful for the past two years.

The Kramer merchandising department will be standing by to build this display to increase your profits and create excitement in the store. We'll put the COORS umbrella in motion, and that means extra sales and dollars for you.

ROLLING ROCK has come up with a unique display that represents a waterfall. This idea is not wet, but rather, gives the retailer an opportunity to increase ROLLING ROCK sales with this clever and catchy display.

To increase brand awareness for COLT 45, we have vinyl banners for our market and can make a personalized COLT 45 banner for your store.

These are just the tip of the iceberg. The merchandising department has a variety of displays designed to **work for you.** The Kramer Beverage merchandisers are at your service to answer questions and merchandise your windows, counters and build floor displays on all our brands.



This exciting display at M&M Liquors, Haddonfield Road in Pennsauken, takes up a section of wall with COORS LIGHT Corabull as background. The display incorporates The Beer Wolf and COORS Dream Vacation to create added interest. Bob Corcoran and Joan Keagy are owners of M&M Liquors.

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NEWS OF NOTE

**LIGHT BEER NOW FASTEST
GROWING MARKET SEGMENT**

WOW! 3 out of 4 top selling beers are "light"

Light Beer is growing at a rapid pace. COORS LIGHT, the official beer of the 90's leads the way with SILVER BULLET sales growing at an astonishing 18%. Sales at Kramer Beverage Company for COORS LIGHT were up even more!

The light beer trend seems to be shaping national trends, steering the entire market towards more light and reduced calorie beers. Consumer attitudes are geared towards health consciousness and physical fitness, so light beers fit very nicely in the picture. Social pressures for moderate drinking also seem to be a factor in their success as "lights" are positioned to be the drink of moderation.

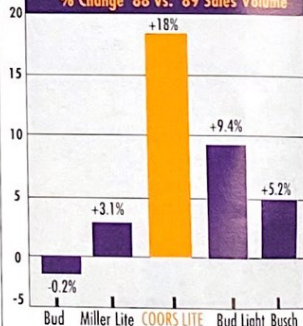
In a comparison of the top 5 beer brands listed on the chart, you can see light beer's phenomenal growth in just one year.

As we soar into what seems to be the Decade of the Light, your profits can do the same. The fastest growing premium light beer, COORS LIGHT, has already surpassed BUD LIGHT and is quickly gaining on MILLER LITE nationally.

Get ready for the upcoming hot, dry summer. Stock up on COORS LIGHT and watch your profits soar.

Source: Beer Marketer's Insights & Industry Sources

**TOP 5 BEER BRANDS
% Change '88 vs. '89 Sales Volume**



Kramer Beverage is the exclusive distributor of the entire COORS product line throughout Southern New Jersey.

CUSTOMER INTERVIEW

Continued from page 1

SHOP-RITE: "We advertise heavily. For us, price definitely helps to sell beer so we like to have weekly "specials" we can offer customers."

3 WHAT ARE YOUR FEELINGS ON THE PRODUCTS CARRIED BY KRAMER BEVERAGE?

(We took a chance on this)

ALL STAR: "Because of their larger selection of beers, imports and premiums, it's very easy to do business with Kramer. They always have adequate inventory to fill orders quickly. They have a good selection of lower priced beers so you can supply all of your customers' tastes from one distributor."

GORMAN'S: "We're very happy with Kramer. They handle a very nice mixture of products and are always prompt with their deliveries."

SHOP-RITE: "Kramer has an excellent selection of products. We're very happy with the sales results of COORS LIGHT and personally think it's an excellent product."

4 WHAT ARE YOUR FEELINGS ON THE MERCHANDISING EFFORTS OF KRAMER?

ALL STAR: "Great. The merchandisers are really wonderful. They come in

regularly and help build and maintain our displays. Their help has directly influenced our sales increases."

GORMAN'S: "The Kramer merchandisers do a very nice job with floor and window displays. We are always very pleased with their work."

SHOP-RITE: "The Kramer's merchandisers seem to get better and better all the time. In the past few months, the displays and promotional material that has been made available to us is really wonderful. Everyone should take full advantage of what Kramer is able to offer."

A special THANK YOU to all of you for your frank and honest responses.



An effective, simple display created by the Kramer Beverage merchandisers at All Star Liquors in Atlantic City.



Ron Rossi, owner of Shop-Rite Liquors, is shown in front of a "PUMPING GOLD" display of COORS, built by Kramer Beverage merchandisers.



Lorna Gorman, of Gorman's Liquors in Cape May, is shown next to a MOLSON display built by Kramer merchandisers.

YOU YES! YOU THE UGLY BARTENDER CONTEST RETURNS

Mark these dates NOW- July 9th to August 6th

The 1990 MS/Coors Ugly Bartender contest is going to be bigger and better than ever - if that's possible. Last year's contest was the largest in the entire country, and raised over \$640,000 to fight Multiple Sclerosis.

Three of the local winners from South Jersey were invited to attend the National MS Ugly Bartender meeting in New Orleans, May 6th-9th.

1. **RIP REYNOLDS**
(McMahons's in Brigantine)
2. **STEVE ULRICH**
(Gilhoolies in Margate)
3. **KEITH NAGLER**
(Enchante in Cherry Hill)

Over 250 bartenders from all over the country had a good time while suggesting ways to improve the MS Ugly Bartender Contest.

This year, radio station WZXL will again represent the Jersey Shore on the air waves and WHOOT newspaper will cover night time activities with plenty of pictures and weekly standings.

Remember the contest dates: July 9 to August 6th. Every bar is welcome to get involved.

Contact your Kramer Beverage representative for registration forms and information or call the MS office at: 609-795-0042.

NEWS OF NOTE

INTRODUCING GUINNESS GOLD IMPORTED LAGER BEER



Guinness Import Company is proud to announce the most exciting brewing news in 230 years: **The introduction of GUINNESS GOLD imported lager beer.**

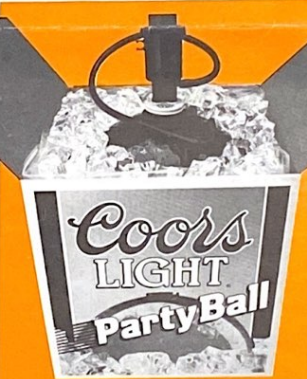
GUINNESS GOLD was created in response to consumer demand for a high quality, imported lager beer with the same high brewing standards as GUINNESS STOUT.

New GUINNESS GOLD meets that criteria. GUINNESS GOLD is brewed by the Guinness master brewers in Ireland using the same quality barley, yeast, hops and pure spring water as in GUINNESS STOUT.

With these ingredients, Guinness is able to produce a superior beer which can truly be called "GOLD" and is proving to be an exciting addition to the already popular Guinness product line.

If you're not already stocking a healthy supply of GUINNESS GOLD, order now and start selling the new leading import of the brewing industry.

Kramer Beverage is the exclusive distributor of GUINNESS STOUT and GUINNESS GOLD in the Southern New Jersey area.



55 BOTTLES OF BEER IN THE BALL- 55 BOTTLES OF BEER

The warm weather is upon us once again and your customers are planning their outdoor activities.

Make sure you have an adequate supply of COORS, COORS LIGHT and COORS EXTRA GOLD PARTY BALLS on hand.

Last year, PARTY BALLS were a major success and all of our barometers indicate this year will be even better. They're a natural for any and all occasions this summer.

Ask your Kramer sales representative about the excellent promotions and P.O.S. on COORS PARTY BALLS.

THE WINNER.....

SPORTS BARS A HIT IN SOUTH JERSEY

Love sports? Love cold beers? How about the two together!

Now you can enjoy your favorite beverage and watch basketball, baseball or football on large screen TV. The newest sports bars offer plenty for sport watchers including libraries of video sports games and a variety of games to play or watch.

At **SHOOTER'S SPORTS BAR** in Voorhees, you can enjoy the atmosphere and if you're lucky, see the Flyers practice on the indoor skating rink.

And, for those who really love sports, it's possible to enjoy them during vacation. The well-known **SUTOR'S SPORTS BAR** is located in the favorite vacation spot of Longport.

In Margate, another favorite vacation spot, the landmark **SAILFISH CAFE**, was renovated last year and has a big screen TV, lots of sports memorabilia, sports fun and games.

All these sports bars have good food, drink, and plenty to do, see and play. Next time, be a winner and enjoy an evening at a sports bar - the place of champions!

BEER IS IT GETTING A BUM RAP?

By Frank P. Moles, Jr., Western Sales Manager, Kramer Beverage Company

You come home after a hard day's work, open the refrigerator and take out a cold can of your favorite beer. As you sit down and prepare to enjoy that first delicious sip, your son or daughter looks at you and says "Don't drink beer dad, it's a drug."

The perception of the product by your child has suddenly diminished the enjoyment of the drink - and even if you do drink it, somehow you feel guilty.

Many of our children are getting mixed messages and lumping all alcohol and drugs under one large destructive category with no distinction being shown or taught between beer as a legal beverage and cocaine or heroin as illegal drugs. As a result, many children cannot distinguish between responsible behavior in the consumption of a legal beverage and the destructive use of narcotics as illegal drugs.

Over 80 million Americans enjoy beer in moderation. The key word here is **moderation**. The small minority of drinkers who do not abide by sensible guidelines are responsible for all beer drinkers being lumped into a single category.

Those who are responsible drinkers, and those who are in the beverage industry, should not be made to feel guilty about enjoying beer because of a small minority who abuse it.



WHAT'S GOING ON?

EXTRA GOLD AVAILABLE ON TAP

A smooth, robust tasting draught beer has invaded our area. COORS EXTRA GOLD, the beer that placed No. 1 in its category at the Great American Beer Festival, is now available on tap.

COORS EXTRA GOLD is the perfect choice to go with COORS and COORS LIGHT in your tavern.

Since its introduction, EXTRA GOLD keg sales have been growing at a record pace with many of the area restaurants and taverns. Priced at the same popular price as COORS and COORS LIGHT, COORS EXTRA GOLD rounds out this winning trio on tap.



Kramer Beverage is the exclusive distributor for COORS throughout the Southern New Jersey area.

DISPLAYS

Continued from page 2

"Remember, if your profits are down and your stock is up - don't delay - call us."



Photo of ROLLING ROCK'S new waterfall display that you can have in your store.

Call Kramer Beverage and ask to speak to a merchandising staff member about your in-store display needs.

KRAMER WINS HONORS WITH 2 TOP SUPPLIERS

Kramer Beverage Company is very honored to be the winner of the prestigious **COORS GOLDEN COMMITMENT AWARD** presented to outstanding distributors by COORS. This is the second time that Kramer Beverage has won this national award.

The Heileman Brewery, producers of COLT 45, awarded Kramer Beverage the **MVP AWARD** for outstanding sales performance in 1989. The award was presented at the Eastern United States, COLT 45 meeting held May 30th in Baltimore, Maryland.

Kramer Beverage is very proud to be the recipient of these awards and to be honored by these fine companies.

HAVE YOU TRIED THESE

KRAMER BEVERAGE LONG TIME FAVORITES

Although Kramer has added many new brands to their product line, several older brands continue to provide profitable sales along the south Jersey Shore.

■ **PIELS BEER** - Sold by Kramer since repeal in 1934, PIELS LIGHT and REAL DRAFT provide fine beer at an economical price. **REMEMBER BERT and HARRY?** They may be gone, but PIELS is here to stay and is a great promotional package.

■ **PABST BLUE RIBBON** - Who can forget the famous line - "WHAT'LL YOU HAVE?" PABST BLUE RIBBON is still considered one of the best brewed beers around and is an outstanding buy. The 12/12 cans are priced right and provide year round sales opportunities.

■ **SCHMIDTS and SCHMIDTS LIGHT** - Kramer began distribution of SCHMIDTS in 1979 and still provides SCHMIDTS to loyal drinkers throughout Atlantic and Cape May counties. Both the 12/12 cans and 6 pack NR's are extremely popular and make excellent feature packages in your store.

PROFITABLE IMPORTS

Take advantage of our wide variety of high-profit import beers. Those not already featured in this issue include:

■ **CORONA and CORONA LIGHT** The famous Mexican Beer in the clear tall neck bottle. A favorite among the summer visitors.

■ **BECKS and DRIBECK** Always popular and enjoying tremendous growth in New Jersey. Non-alcohol HAAKE BECK is available and is a great addition to the Beck's product line.

■ **BRAND BEER** Holland's best in the unique white bottle. Available on special post-off in July.

■ **GROLSCH LAGER** Available in both the popular 12 oz. bottle and the special 16 oz. bottle with the porcelain cap.

ONE OF SOUTH JERSEY'S
BEST
1990
Courier Post
COORS RATED NO. 1
BY SOUTH JERSEY READERS

In a readers' poll conducted by the Camden County Courier Post, COORS was named the "BEST BEER" by its readers.

The "BEST" award was presented to Kramer Beverage as the exclusive distributor for COORS in South Jersey.

CUSTOMER INTERVIEW

Kramer Beverage talks to Mr. Russ Waddell of Cherry Hill Liquors

Considered one of the finest liquor stores in South Jersey, Cherry Hill Liquors is located on Evesham Avenue in Cherry Hill. Under the direction of Russ Waddell and Karen Cone (brother and sister) it has become one of the most successful liquor stores in the area.

Russ claims hard work and long hours are two of the main ingredients in their success. Smart merchandising and aggressive pricing are also an important part of the picture.

Here are excerpts from our interview:



Russ Waddell shown inside his store in Cherry Hill.

Q. "Russ, what were some of the ideas you put into effect to increase sales?"

A. "I've concentrated on making large floor displays with banners and price signs supporting the displays. I've also started a newspaper ad program which has paid off in increased sales. In addition, I always insist on all my employees being knowledgeable about the products they sell and insist they be customer and service oriented."

Q. "What changes have you seen in the past 5 years?"

A. "Well, the trend has definitely been toward lighter beverages and the customer is more aware of what they purchase, especially when it comes to price and quality. Also, women are making more and more of the purchases which, I feel, has helped the trend to lighter beers and wines. "Thin is in" seems to be the mentality of the 90's and beer consumption is more controlled. When customers are buying beer, they want to make sure they buy their favorite brands and patronize the stores where they are available."

Q. "What changes do you see for our industry in the future?"

A. "I see a smaller number of stores serving the industry. I think the larger, more complete stores will survive in the long run. I also think that stricter laws regarding alcoholic consumption will be passed which will result in higher prices overall for alcoholic beverages."

Thank you Russ for sharing your thoughts with us and our readers.

DEPARTMENT HIGHLIGHT

THE DRAFT DEPARTMENT MAKES IT HAPPEN EVERY DAY

Freshness and quality are key words

As one of the many services to its customers, Kramer Beverage Company offers the finest draft servicing in the industry. Kramer takes pride in its strict adherence to cleaning, checking, and monitoring the equipment to insure absolute freshness and quality for its draft beer customers. Kramer Beverage is considered a leader in draft servicing and today, we meet the employees who are a part of the draft department team.

Three expertly trained servicemen, schooled at the Coors draft service department in Golden, Colorado are George Bradbury and Ron Nicholson who work out of the Kramer West location and Jerry Sanford working out of the East.

Their responsibilities include cleaning lines on a regular basis, checking all

equipment for wear and tear, overseeing repairs, checking temperature and flow of the beer and monitoring code dates to assure quality and freshness.

George Bradbury, manager of the draft department explains, "The importance of clean lines and correct temperature is a service which allows consumers to taste our products at their finest. Coors insists their products be the freshest in the industry and through our daily efforts, we help them achieve this goal."

Jerry Sanford, the newest member of the draft team says, "I was surprised to learn how particular Coors was about their product freshness, but after tasting samples of the competing brands, I realized what an important part the draft team plays in Coors great taste and its success. It's no surprise to me why COORS, COORS LIGHT, and COORS EXTRA GOLD are the fastest growing beers in the industry."

Backing up the draft department, our merchandisers are always there to assist in line cleaning and during those times when things get very busy. Together, they make the best sales support team in Southern New Jersey of which we are very proud.

The DRAFT and MERCHANDISING TEAM. LEFT TO RIGHT, FIRST ROW: Tony Vento, George Bradbury, Jerry Sanford. SECOND ROW: Robert Beale, Ronald Nicholson. THIRD ROW: Rich Hackett, Greg Zieniewicz



EMPLOYEES HONORED

Continued from page 1

Charles and Lynn Kramer presented the specially designed pins to their employees. The new pins were so enthusiastically received, they are expected to become a permanent part of

the annual awards dinner.

Also honored at the dinner were 37 employees who drove more than 700,000 miles in 1989 without a chargeable accident.

KRAMER EMPLOYEES ATTENDING SERVICE/SAFETY DINNER



LEFT TO RIGHT: FIRST ROW: Mike Morrell, Jim Roache, Lenny Jones, Bill Critchfield, Ellsworth Jones, John Welke, Ots Williams, William Ferguson, Curtis Stevenson. SECOND AND THIRD ROW, COMBINED: Lindy Savage, Mike Bradis, John McCormick, Bob Reed, Frank Moles, Tony Vento, John Magee, Don Bernard, Jim Peel, Greg Zieniewicz, Jerry Simpson, Nick Trofa, John Weller, Chris Monge, Jim Daiker, Tony Cavileer, Milton Ware, Jim Ferguson, Dave Czachorowski, Donald Allen, Bob Carman, and Sam Smith.

GET READY FOR A SEASON OF FUN

Kramer Beverage is planning many exciting events and promotions in our markets during the remainder of 1990.

Along with the support of major suppliers, we will participate in local events and charitable fund-raisers that are sure to promote good will and brand awareness in the area.

JULY 14 THE BOARDWALK RUNNERS CLUB TWILIGHT RUN
(Scheduled to be held in Ventnor)

JULY 21, 22 MOLSON SPONSORED VOLLEYBALL
(Scheduled to be held in Ocean City)

JULY 22 COORS EXTRA GOLD NIGHT / BRIDGEPORT SPEEDWAY
If you like fast cars and plenty of excitement, don't miss this evening.

EARLY AUGUST THE TIM KERR 10K RUN
(Scheduled to be held in Avalon)

AUGUST 11, 25, 26 COORS VOLLEYBALL TOURNAMENTS

COORS will host two major beach volleyball tournaments this summer offering cash prizes totalling more than \$5000.

THE FIRST will be held AUGUST 11, 12 in Wildwood
THE SECOND will be held AUGUST 25, 26 in Atlantic City

AUGUST 13-17 COORS BELGIUM HITCH TEAM

DON'T MISS THIS GREAT EVENT! This real crowd pleaser returns for a second year to perform at the Atlantic City Race Course. GREAT FAMILY FUN.

THROUGHOUT THE SUMMER SEA SHORE RACING TEAM
Kramer Beverage and COORS EXTRA GOLD support the local sea shore racing team and salute our winning driver, Gary Bruckler.

EVERY MONDAY NIGHT "ROLL OVER NIGHT" AT THE ATLANTIC CITY RACE COURSE.
Every Monday night you have the chance to win \$500 in the ROLLING ROCK "ROLL OVER" drawing.

THE \$25,000 "WIN/PLACE/SHOW" COORS CHALLENGE
Check with the Atlantic City Race Course for more details on this COORS LIGHT sponsored event.

EVERY SUNDAY NIGHT DIRT TRACK AUTO RACING AT THE BRIDGEPORT RACEWAY
Come out and cheer for the COORS EXTRA GOLD race car.

SEPT. 8 THE 15TH ANNUAL AMERICAN CANCER SOCIETY'S

'BIKE AGAINST CANCER'
We are very proud to announce that COORS LIGHT will participate for the first time as a major sponsor. Once again, Maloney's bar and restaurant in Margate will host the bike-a-thon.

Everyone is welcome to join in the fun for this worthwhile cause. Over 2500 entrants are expected and we hope to raise over \$100,000.

Watch for further details of how you can join in this special event which will begin and end in Margate.

MID SEPTEMBER COORS LIGHT ANNUAL GOLF TOURNAMENT AT THE EAGLE'S NEST COUNTRY CLUB IN GLOUCESTER TOWNSHIP

You can see Kramer and their suppliers believe in your community and are committed to its support!

SPECIAL: SEASON PROMOTIONAL CHART

Use when ordering from Kramer over the next several months.

COORS /LIGHT/EXTRA GOLD	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
12oz NR 6pk	■					■
12oz CR 6pk			■			
12/12 CAN		■		■		■
ROLLING ROCK						
7oz NR		■				
12oz. DEPOSIT	■	■	■			
LT 12oz NR 6pk	■				■	■
LN 12oz NR 6pk		■				
12/12 NR	■				■	■
12/12 CAN	■				■	■
COLT 45						
12oz NR 6pk	■		■		■	
12oz CN 6pk	■		■		■	
16oz CN		■		■		■
32 oz NR		■		■		■
40 oz NR		■		■		■
12/12 CAN		■		■		■
MOLSON						
Loose NR	■					
12/12 CAN	■	■				
CORONA						
12 oz NR 6pk		■				

■ = ON PROMOTION (Subject to change)

KRAMER BEVERAGE CONTINUING TO SERVE YOU THROUGHOUT SOUTH JERSEY

Company celebrates its 66th
year of continuous operations



THE EARLY DAYS

The Company was originally established as a soft drink bottler and distributor, by Benjamin Kramer in 1924. The Company had 10 employees, 4 trucks, 3600 square feet of warehouse space, and was located at 30 S. Congress Avenue in Atlantic City.

The business was very seasonal with little activity during the winter months as the inland areas were still undeveloped.

The Company was enlarged to include beer distribution in 1934 when prohibition ended. One of the first brands Kramer carried was PIELS, a name Kramer carries to this day!

THE MIDDLE YEARS

The company moved to 110-116 North Virginia Avenue in 1935, and remained there for 46 years, expanding several times over the next two decades. By 1953, the Kramer Beverage Company had grown to 75 employees and 32 trucks.

In 1981, Kramer moved to its present location at Fire and Delilah Roads in Egg Harbor Township. Two expansions resulted in a total of 60,000 square feet of space on 7 1/2 acres.

THE RECENT YEARS

With the introduction of CALIFORNIA COOLER in 1984, Kramer expanded its original territory area west. This proved a major undertaking since no one knew exactly what a "Cooler" was supposed to be. Lindy Savage and Jim Roache are two of the original CALIFORNIA COOLER trail blazers who did an excellent job in establishing this product in South Jersey.

Soon, Kramer added COLT 45, the fine line of GUINNESS products, and several other labels to its product line in the Camden and Gloucester counties.

In 1987, Kramer Beverage added the COORS family of beers to its product line.

Today, the Company is headed by third generation Charles Kramer, grandson of the original owner, and his wife, Lynn Kramer. Both are actively

involved in the daily operations and hope to see their two children enter the business in the future.

THE FUTURE

From its inception, Kramer Beverage Company prided itself on its original founding concept of service and value to customers, suppliers, and community. This concept was the cornerstone of the Company then and remains so today.

Throughout the years, hard work, loyalty and the dedication of Kramer employees and managers have made significant contributions to the Company which enabled it to grow and expand.

In 1990, Kramer Beverage Company celebrates its 66th anniversary, and the future looks better than ever.

Kramer Beverage looks forward to the future with excitement and a sincere "Thank You" to everyone who helped make Kramer Beverage Company a success over the years.

KRAMER "EAST" is a 60,000 sq. ft. warehouse on 7 1/2 acres located in Egg Harbor Township.

From this location, Kramer serves their 1500 customers for all sales and deliveries throughout Southern New Jersey. The warehouse includes over 15,000 square feet of refrigerated storage and over 4500 square feet of office and administrative space.

KRAMER "WEST" is a 5000 sq. ft. branch facility at the Interstate Park Center in Bellmawr. It serves as headquarters for the Sales, Merchandising and Draft departments of Kramer Beverage.

THE KRAMER BEVERAGE REPORT

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Kramer Beverage Company is not responsible for errors or omissions.

We would like to feature articles of interest and helpfulness to you and your business. Tell us what you would like to see featured or included in our future newsletters.

Send suggestions to:

KRAMER BEVERAGE REPORT
P.O. Box 699
Pleasantville, NJ 08232

KRAMER BEVERAGE EAST
609-645-2444

KRAMER BEVERAGE WEST
609-933-2000

ONE LAST JOKE FOR THE ROAD

As Manny and Lou were unloading their gear at the golf club, a funeral procession passed by.

Turning, Manny doffed his hat and paused as the cortege rolled past.

Surprised, Lou remarked, "That was a right sensitive thing for you to do Manny. I never knew you had it in you."

Manny shut the trunk of the car.

"It was the least I could do. A week from tomorrow would have been our 40th anniversary."

CAN YOU GUESS THE YEAR OF THIS KRAMER DELIVERY TRUCK?

We found this photo in some of our old Kramer files. It was taken outside the Virginia Avenue location. The delivery truck was one of the first to have an enclosed storage area to keep the products fresh and was "the pride of the fleet."

Can you guess its date?

If your guess is close (within 3 years) and are one of the first 20 responses we receive, we'll send you a FREE T-SHIRT.

Send your guess, and T-shirt size to:

KRAMER BEVERAGE
P.O. BOX 699
PLEASANTVILLE, NJ
08232



CONGRATULATIONS

To John McCormick, on his promotion to new Eastern Sales Manager.

John will be responsible for all sales in the Atlantic, Cape May, Cumberland and Southern Ocean County markets.

Previously, John was with the Seven-Up Bottling Company of Bridgeton where he was a District Manager, responsible for the supervision of eight distributors and the Cooler and Merchandising departments of the Company.

Joining Kramer Beverage in April, 1987, John was Sales Representative for the Cumberland County market.

He resides in Millville with his wife, Cathy.

Congratulations again to a fine and respected member of the Kramer Beverage team.