

**QUOTE OF THE MONTH**



**Every job is a self-portrait of the person who does it. Autograph your work with Excellence.**

*-Author Unknown*

**Inside this issue:**

Don Shrigley Retirement	2
St. Patrick's and Guinness	2
Alameda Corridor Update	2
Birthdays, Anniversaries, & New Hires	3
Sales Employee of the Month	3
Driver of the Month	3
Order Selector of the Month	3
ADP Portal	4
St. Archer Brewery Tour	4
High Life Back to Glass bottle	4
Cicerone Training	4

# Classic Times

## A MESSAGE FROM VICE PRESIDENT OF OPERATIONS



*Contributed by Mark Wolfe*

As the first quarter of 2016 draws to a close

I would like to update everyone on a project that has begun. This project will be the largest, from both a size and financial commitment, CDBG has undertaken since we located to this facility in 2004. We will be installing 20,000 sq. ft. of refrigerated space in the warehouse. Our new "cold box" will allow us to separately store our supplier required package and draught products. We are currently storing all of our draught and the required package brands together in our original cold box which is 16,000 sq. ft. The need to expand our refrigerated space is a direct result of all the effort and hard work put in by all CDBG employees at every level of the company. We will continue to look to acquire new suppliers and brands. The importance of having the right infrastructure in place and the personnel who will deliver the expected results of CDBG and our supplier partners is key to our long term growth and success. I previously wrote about the growth of draught beer primarily in our Craft beer segment. As you recall, the

execution to increase draught sales at year end in 2014 by 11%, 922 barrels, after losing 7,830 barrels in the venues from 2013 is just one example of what defines CDBG. We sold an additional 944 barrels in 2015 for an increase of 9%. The increase has continued through February of 2016 as we are up 1,269 bbls or 7% versus the same time period last year. As of today, we have a combined 234 half, quarter and one sixth barrels comprising the brands in our portfolio of beers. Those 234 barrels represent 8,999 barrels of inventory, which require a separate slot or space in a cold box. I'm sure you appreciate, as much as I do, the effort that goes into ordering, receiving, storing, controlling, selling, loading, delivering, tapping in and, last but not certainly not least, getting paid for the sale of a single barrel. There are a lot of "moving pieces" when it comes to execution and without the effort of everyone working together, we would not be able to obtain these type of results year over year. The new cold box will be located in the northeast corner of the warehouse and will measure 61 feet off the east (back) wall and will run parallel to the wall, 328 feet long and 23 feet high. The north side of the cooler will be just inside

the pedestrian door next to the bailer by the drive through entrance. Plans have been submitted to the city for approval. The anticipated start date is mid to late April with an estimated completion date of late June or early July. On any of your recent trips through the warehouse, you may have noticed the 2 condensing units which have been delivered as of this week. These units will be located on the outside of the warehouse along the east wall similar to the existing 2 units on the outside of the north wall. The installation will require temporarily relocating some the existing pallet racks in the pick area. These racks will be moved and installed in the area running east and west next to the drive through. You may also notice a construction trailer/office which will be temporarily stored against the south wall of the warehouse across from the railroad tracks. Prior to the start of the project, it will be relocated to the back of the property. The continued investment in the company is a great indicator, of not only, the financial health of the company but the commitment to our employees, our customers and our supplier partners. Going forward we will do our best to keep everyone informed as the project progresses.



## CELEBRATING DON SHRIGLEY RETIREMENT

*Contributed by Mark Sanchez*

Please join me in wishing Don Shrigley the best of luck on his retirement from Classic Distributing. Don has been with Classic since February 2011. He's worked with us as a dispatcher. On March 17th, we celebrated Don alongside his team-

mates, colleagues and members of the management team. Don will enjoy his retirement in his newly built home in Arizona with his wife. He looks forward to hiking, fishing and hunting. Congrats Don and best of luck!



Classic Sales Team joins Suppliers to promote our brands on St. Patty's!



## ST. PATRICK'S - THE PROPER POURING OF A GUINNESS

*Article from Conde Nast Traveler, Written by Sebastian Modak, March 2016*

This St. Patrick's Day, pay attention to what the bartender is doing. If you get your pint in the time it takes to pour a lager or an IPA, something is wrong. The perfect pint of Guinness is "all about patience," says Domhnall Marnell, a "Guinness Beer Specialist" based at the Guinness Storehouse in Dublin. And watching the two-minute process—what Marnell

describes as the "pageantry of the two-part pour"—is part of the overall experience. Marnell has the pour down to a precise science: the 15 millimeter head, the 90-second settling period, the fact that a pour from start to finish should take exactly 119.5 seconds.

"There are only a few million people living in Ireland," Marnell points out, "yet we estimate that about 70 million people worldwide will celebrate St. Patrick's Day and that

about 13 million pints of Guinness will be raised in celebration." To Marnell, both St. Patrick's Day and Guinness are celebrations of what Ireland means to him—"being socially friendly and enjoying oneself."

The nitrogenated draught beer that Guinness is known for around the globe is only one of many brews the company currently offers. A Nitro IPA and an American Blonde Lager are two recent additions to the Guinness roster.

## ALAMEDA CORRIDOR UPDATE

*Contributed by Mark Wolfe*

Thank you for your patience during the street construction surrounding our office. I'd like to update everyone on the Puente Avenue Grade Separation project. You've probably noticed there has been little or no activity on Puente Avenue directly in front of Classic. The con-

struction crews are very busy across Valley Blvd. on Workman Mill Road. This work will continue through 2016. We've been informed by the folks at Alameda Corridor East (ACE) that the activity on Puente Avenue in front of Classic will begin in 2017. ACE is part the state of California government which oversees

these types of projects. We've have been assured we should experience no issues with our annual Customer Appreciation Day scheduled for scheduled for June 3rd. All pertinent updates regarding this project will be communicated as they become available. Thank you and remember " Classic Leads The Way".



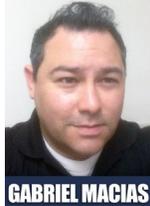
**SALES DEPARTMENT  
EMPLOYEE OF THE MONTH**

**BROAD MARKET ON PREMISE**



**TONY RAMOS**

**CHAIN**

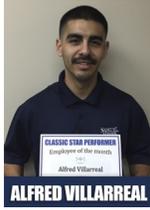


**GABRIEL MACIAS**

**SALES ASSOCIATE**



**URIEL JUAREZ**



**ALFRED VILLARREAL**



- Karen Campisi
- Ramiro Cardenas
- David Garay
- Jose Gonzalez Nova
- Alejandro Gonzalez
- Luis Gordiano
- Paul Hernandez
- Rafael Hernandez
- Marco Juarez
- Natalie Lopez
- Raul Macias
- Philip Maluso
- Thomas Martin
- Luis Mendoza
- Mario Moreno Castillo
- Erik Nunez
- Natalie Nunez
- Israel Ortega
- Sergio Ortiz
- Robert Sandoval
- Don Shrigley
- Moises Urena
- Manny Vargas
- Leo Vasquez
- Michelle Wilkinson
- David Wilson

**DRIVER OF THE MONTH**



- #1 Jason Mueller
- #2 James Thomas
- #3 Jose Ibarra



- Frank Pasaye 17 yrs.
- Tony Ramos 15 yrs.
- Cesar Mejia 15 yrs.
- Robert Sandoval 13 yrs.
- Fred Ferrer 13 yrs.
- Joel Garcia 10 yrs.
- Reggie Cervantes 7 yrs.
- Temo Trujillo 7 yrs.
- Gabriel Tinoco 6 yrs.
- Ernesto Luna 5 yrs.
- Richard Gurrola 5 yrs.
- Andrew Villalobos 4 yrs.
- Jeff Gonzalez 4 yrs.
- Alfredo Orozco 3 yrs.
- Uriel Juarez 3 yrs.
- James Thomas 3 yrs.
- Ryan Maciel 3 yrs.
- Humberto Plaza 3 yrs.
- Raul Torres 1 yr.
- Raul Macias 1 yr.
- Kevin Rodriguez 1 yr.
- Freddy Rojas 1 yr.

**TOP ORDER SELECTOR**



- #1- Michael Villa
- #2- Omar Favela
- #3 - Jose Villalobos



SALES ASSOCIATE

- Miguel Diaz
- Kenneth Hertwig

DELIVERY

- Christian Garcia

SALES REPRESENTATIVE

- Carlos Galindo

BRAND SPECIALIST

- Peter Ross



March 5, 2016

## ST. ARCHER BREWERY TOUR

*Contributed by Manny Gutierrez*

Saint Archer in the House! We had a great time touring the brewery along with tasting their delicious beer during the much-anticipated brewery tour on Friday, March 4<sup>th</sup>! It was a great experience to meet brewers Kim & Greg at the facility and an opportunity to try some of their delicious recipes such as

their Gose, Nelson IPL, Hoppy Pilsner and their Tusk & Grain barrel aged blends. Matt Wilson (Sales Director) and Jillian Cooke (Sales & Marketing - LA), along with the extended Saint Archer Brewing family, have shown great dedication in making the union with Team Classic a success. The success has led to a total of 3,614 cases sold year-to-date! We are excited about

the future with our partners, Saint Archer Brewing Company! Cheers!



## HOW TO LOG-IN TO EMPLOYEE PORTAL

*Contributed by John Morales*

The employee portal allows you quick access to add/update your personal information, direct deposit information, tax information, pay stubs, W2's, access to company forms, as well as links to our benefit partners: Anthem, Fidelity, Lincoln Financial,

Colonial, and PayPro Administrators. For your convenience, there is a kiosk located in the conference room across from Lang's office. Another computer station will be made available in the sales department very soon. You may also take advantage of the "paperless" option and do your part to "Go Green!" If you have not yet signed up

for user access, please see John Morales or Olivia Sanchez as soon as possible. Or, log on to <https://portal.adp.com>, select "First Time User Register Here". Type in **adp-classicdis** in the registration code, then follow the prompts. Make sure you write down your USER ID!

## MILLER HIGH LIFE REVERTS BACK TO GLASS BOTTLE

*Contributed by Eddy Sanchez.*

In 2014, MillerCoors swapped out plastic for glass in some 32 and 40 ounce beers, a move that shaved one pound from each bottle of its 10 least-expensive brews; Miller

High Life, Olde English 800 and Milwaukee's Best. Although this may have been a great cost savings plan on the less profitable brands, it hurt sales. MHL 40 oz was -24% in 2015 and 32oz., -35%. As of

March 2016, Miller High Life packages are back to glass! We have experienced the improvement already and looking forward to better trends.



## CICERONE TRAINING

This year, Classic held a Cicerone training for sales reps, sales support and managers. This is a 2-part training on March 18 and March 25. Manny Gutierrez taught the class, supported by Matt Lukich. He reviewed beer facts, beer styles, flavors, ingredients, brewing process,

food pairing and much more. The training is to ensure participants pass the Cicerone Certification Program but most importantly to have more knowledge on beers and styles. This type of training and certification gives Classic and its employees credibility and a competitive edge in the

emerging market place where fact based selling and knowledge is essential. Great job to Manny Gutierrez on leading his first class.



We anticipate our newsletter to be published monthly for your information and enjoyment. We would like to hear more about your department, new equipment, best practices, etc. Feel free to email or contact the following by the 3rd week of each month. We look forward to hearing from you!

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