



# IN THE KNOW WITH INCO

## Inco Beverage Unveils New Company Logo



*Above are all the approved variations of our new Inco Beverage logo. These graphics will be made available on the company's Sharepoint site, and are not to be altered for any reason in terms of color(s) or design.*

It's been a long time in coming, but the new company logo is finally here! After months of work by the Inco management team and the family owners, we're ready to show our new logo to the world.

Look closely at our new logo and the official Miller Lite logo, and you'll see there's an important similarity between them. Our management team, after considering numerous different color schemes, decided to use the exact same navy blue, gold, and red colors seen in the familiar Miller Lite logo. We used the same specific digital color matching numbers assigned to the navy blue, gold, and red that are stipulated by the Molson Coors marketing team to be used for the logo you'll see on each Miller Lite can and bottle.

Our team worked with a graphic designer who brought to the table years of experience designing corporate and non-profit organization logos, and was familiar with helping companies develop policies for graphic standards and authorized usage of their logos both internally and externally.

Inco Beverage IT manager **Jim Stiffler** led the Inco logo development team, and will be instrumental in launching its use everywhere Inco's name and logo need to be displayed.

Inco Director of Operations **Keith Naglieri** is in the process of ordering new company uniforms for the warehouse and delivery teams, to include several different types of apparel (summer vs. winter, etc.). These uniforms will all have the new logo on them.

Also on the horizon is the use of our new logo on company vehicles, on company letterhead, and on signage on the inside and outside of our buildings. The Inco Beverage Web site has already been updated to include our new logo.

## Construction Update: New Inco Beverage Corporate Offices



Here's a quick update on the progress of construction of our new corporate offices at Inco Johnstown: most of the work at the new building next door to the sales annex is finished, and the connecting walkway between our new office building and the sales annex is not too far behind. The hope is to start gradually moving Inco team members into their new offices by the first part of June.

# SALES DEPARTMENT UPDATES

## Newly-acquired brands add depth to Inco's craft and cider options



Inco Beverage is already reaping the benefits from the acquisition earlier this year of a number of craft and cider brands from Steel City Beer Wholesalers of Pittsburgh. These exciting new additions to our portfolio are being rolled out gradually, according to Inco Greensburg Director of Sales **Angelo Greco**. “These brands have added some real depth to our cider and craft options, especially giving us some great IPA and sour ale offerings,” Angelo says. In order, from the largest volume brands to the smallest, these new brands are:

- New Trail Brewing of Williamsport, PA. We have this for all of Westmoreland, Washington, Fayette and Greene counties.
- Blake’s Hard Cider of Michigan. We have this for all of Westmoreland, Washington, Fayette, Greene and Indiana counties.
- Ever Grain Brewing of Camp Hill, PA. We have this for our Greensburg and Johnstown footprints.
- Prairie Artisan Ales, the oldest brewery in the state of Oklahoma. We have this for our Greensburg and Johnstown footprints.
- Maine Beer Company of Portland, Maine. We have this for our Greensburg and Johnstown footprints.

There will be other brands coming on board at some point, but there is no hard time frame for their launch. “This is very exciting, and there is some real volume attached to New Trail and Blake’s,” says Angelo.

### Inco Sales Managers Attend Molson Coors Steelers NFL Draft Party in Pittsburgh

Inco was well represented recently at a Steelers Draft Party hosted by Molson Coors at Acrisure Stadium, on the opening night of the 2024 NFL draft. In attendance were: Alan Homan, Angelo Greco, Jess Rex, Cory Bowen, and Brandon Coy.



Brian Dawson, our Molson Coors rep, and his colleague Brian Reed, who is Pittsburgh marketing manager for Molson Coors, were also on hand to take part in an informative draft preview Q&A with former Steelers QB Charlie Batch. Charlie not only provided great insights on who the Steelers were looking to draft, he also graciously signed autographs and posed for photos with everyone who attended!

## **Congratulations to These Employees on their Upcoming Work Anniversaries in May!**

– Scott Cramer, Warehouse	36 years
– George Pomaibo, Warehouse	30 years
– Angelo Greco, Sales	21 years
– Bernie Lewis, Delivery	21 years
– Bob Swesky, Sales	12 years
– Linda Moore, Sales	8 years
– Liam Stroup, Warehouse	2 years
– Shawn Miner, Sales	2 years
– Jacob Horwath, Delivery	2 years
– Darion Palmer, Delivery	1 year
– Jacob Swartzentruber, Delivery	1 year
– Anthony DiValentone, Delivery	1 year
– Justin Ferpas, Delivery	1 year
– Jordyn Klett, Warehouse	1 year
– Jeffrey Clark, Sales	1 year

### **SAVE THE DATE!**

### **2024 INCO EMPLOYEE APPRECIATION PARTY**

Just a reminder, please put on your social calendars **5 - 9 PM, SATURDAY, NOVEMBER 2, 2024** as the date for this year's Inco Beverage Employee Appreciation Celebration! We'd love everyone to come, as a good time and good food will be the only agenda! Further details will be coming in this newsletter, so be sure to read it every month!

## Cheers for Peers and Beers Recognition Program

Have you seen this coin yet? It's our new way of building a strong team environment and a positive work culture! Any individual or team is eligible to win, regardless of their position or department. There is no limit to the number of times you can win!



So be on the lookout for outstanding performance, exceptional teamwork, innovation, customer service excellence, or any other noteworthy achievement, then fill out a form to nominate a coworker and give it to your supervisor or Human Resources. We review nominations each week and award one 30-pack of Miller Lite or one case of non-alcoholic beverage from stock to everyone who is chosen. Start recognizing someone today!

**Adam Helsel (Operations)** nominated **Kawan Butcher (Delivery)** for his driving skills. “Backing a tractor up from the road and into the warehouse while avoiding the construction vehicles at Inco Johnstown is very impressive, and needs to be acknowledged,” says Adam about Kawan.

**Joe Teeter (Delivery)** nominated **Dylan Bottoroff (Delivery)** for going out of his way to stop at an account to help a fellow driver without being asked to. “Dylan helped unload and put away the 400-case order at 220 Beverage, saving the other driver an extra hour from being added to his day,” says Joe about Dylan.

**Tom Long (Sales)** nominated **Jim Malago (Warehouse)** for his efforts to ensure safety in the Greensburg warehouse. “Jim keeps things up to date in the warehouse, and walks through the warehouse with me every month,” says Tom about Jim.

**Lisa Lender (Operations)** nominated **John Daily (Warehouse)** for his safety efforts in the Johnstown warehouse. “John covers all our warehouse safety measures on his forklift, such as using the horn to avoid hitting anyone walking through the warehouse, driving slowly, and always being aware of his surroundings,” says Lisa about John.

## HR Department Updates

### Upcoming Events

Mark your calendars for the **President's Award BBQ Luncheon** on **July 17 in Greensburg** and **July 18 in Johnstown**, starting at **12:30 PM**. There will be great food and fellowship, so come join us for this celebration of Inco having won the 2023 Molson Coors President’s Award!

The **Safety Team Meeting** is scheduled for **Wednesday, May 8**. The **Wellness Team Meeting** is set for **Wednesday, May 21**.

### Other HR Updates

Effective May 1, **Dearborn Life Insurance coverage** for all full-time employees will increase to **\$ 50,000** from **\$ 20,000**.