



IN THE KNOW WITH INCO

UPDATE ON OUR LATEST BRAND ACQUISITION: THE STEEL CITY BRANDS



Prairie Artisan Ales

You're probably aware of Inco's acquisition earlier this year of a number of craft beer and cider brands from Steel City Beer Distributors of Pittsburgh. We've been launching the brands in our markets gradually, and so far, they're all getting off to a great start!

This month, Inco territory manager **Brandon Coy** has a report on Prairie Artisan Ales. Brandon is serving as Inco's brand manager for this outstanding addition to our craft portfolio.

"Prairie Artisan Ales are out of Oklahoma," Brandon explains. "In 1995 the brewery that would become Krebs Brewing Company was founded. Zach Prichard is the owner/operator of the company, and he's a fourth generation brewer.

Just since we launched the brand in April, we've already sold almost 1,000 CEs! This is a fun and exciting brand to manage. Since we don't carry many other sour beers, this is a great addition to our portfolio. They specialize in sour beers, it's what they're known for, but they also offer great IPA's, Porters, and Stouts. They have some wacky and fun names for their beers like 'Watermelon Girlfriend,' and 'Blueberry Boyfriend' as well as 'Kiwi McSqueezy' and 'Merica Y'all.' I think this new craft line is a great way to appeal to our craft beer market, as well as our younger drinking crowd."

We sell Prairie in our Greensburg, Indiana, Clearfield, Bedford, Blair, Somerset, and Cambria county territories. Looking forward to what the future holds for this fun craft brand!"



Congratulations to These Employees on Their Upcoming Work Anniversaries This Month

- Joe Marhefka, Warehouse 36 years
- Jess Rex, Sales 6 years
- Mike Senerius, Sales 4 years
- John Smith, Sales 3 years
- Jim Stiffler, IT/Customer Service 3 years
- Lauriejo Zentkovich, Administration 3 years
- Jordan Carey, Sales 1 year

Operations Update: New Brand Graphics and Van Wraps



This year has seen many exciting updates to boost the image of our company and our brands. As you know, Inco has a new company logo, which is being put on all our vehicles as their graphics are being updated. Also, as new company vehicles come in, the latest brand graphics are being applied. Here's the latest from Inco Beverage Director of Operations **Keith Naglieri**:

“As we were getting ready to receive our new Ford Transit vans, we spent some time considering which graphics would be the best to put on them. After some e-mails back and forth with our graphics vendor, we were happy about setting up two new vans with the new Miller Lite graphics, which can be seen in both the Greensburg and Johnstown markets. To celebrate our new local beer New Trail, we designed this impressive full van wrap which will turn heads when it is seen driving around the Greensburg market. An unfortunate fender bender with our Greensburg red wrapped High Life van gave us an opportunity to update the graphics and truly make this ‘Champagne of Beers’ van stand out. Also make note of our new company logo on these vehicles.”

Our Condolences



We extend our deepest sympathies to **Tim Miller**, a truck driver at Inco Greensburg, and to the entire Valkanas family on the recent passing of Tim's father, **Tom Valkanas**. Tom worked for Inco Beverage in the Re-pack department at our Greensburg facility from August 10, 2015, to August 10, 2023.

Tom's family is holding a Celebration of Life gathering in his honor on **Friday, August 23, from 3 to 5 PM, at Sharky's Cafe, 3960 Lincoln Highway, in Latrobe**. They invite any Inco employees who'd like to attend.

From left to right: Tom Valkanas, his grandson Jake Miller, and his son Tim Miller. At one time, all three worked together at Inco Greensburg.

Company Success Stories

This month's company success story comes to us from Inco General Sales Manager **Tom Long**: "Our Sales team is out working hard to secure Steelers and college football features and displays to win at retail. They're completely dominating the Latrobe market for Steelers training camp. Locking in signage, Miller Lite features, and programming to drive Steelers Nation to visit key on and off premise accounts. Big shout out to Cory's team of Mike and Jordan for this successful program. This is just one of many accomplishments the Sales team has achieved this year. The biggest is we are Number 3 in our region through the end of July for the Molson Coors President's Award competition. We need to finish the year strong if we want to win back-to-back President's Awards!"



KUDOS TO OUR TEAM MEMBERS

- **Jim Pfeil**, Warehouse, and former delivery driver, built a table for the Banner Department in the new Inco Johnstown office building.
- **Isaac Will**, Delivery Driver, assisted in training the new Order Selectors in Johnstown.
- **George Rings, George Pomaibo, and Maceo Baker** from the Operations Department updated the loft in the Re-pack area in Greensburg to complete the insurance audit.

THANKS TO JIM PFEIL, ISAAC WILL, GEORGE RINGS, GEORGE POMAIBO, AND MACEO BAKER FOR GOING THE EXTRA MILE!

Welcome to the Inco Beverage Family!

– Noah Rumsky, Sales (Clearfield County territory)

– Paul Recklein, Delivery Driver, Inco Greensburg

INCO BEVERAGE JOB OPPORTUNITIES

All positions are listed on the company website at www.incobeverage.com. Internal applications should be sent directly to Human Resources.

- **Territory Manager:** Greensburg
- **Key Holder / Order Selector** - Greensburg
- **Order Selector** - Johnstown
- **Truck Drivers** - Johnstown and Greensburg

UPCOMING EVENTS

- **Safety Team meeting: September 11, 2024** (Remote and in-person at all facilities)
- **Inco Wellness Team – Get Moving Program**

The Wellness Team is conducting a short-term measurable incentive for all employees at Inco Beverage.

You have seen the signs around: It is all about taking one more step, being more active than the day before and soon you will be moving more without thinking about it.

To participate, and have a chance to win weekly prizes, simply look for the “**Steps Drop Box**” located in your warehouse. Each week, write down your name and the number of steps you took that week and drop it in the box. Every Wednesday, we will draw five names from the box to win prizes such as Pirates tickets, Pittsburgh Zoo tickets, Altoona Curve tickets, t-shirts, koozies, and more!

Program Duration: September 1, 2024 – October 31, 2024. Our goal is to see how many steps we can collectively take as a company.

Each participant will be given a conversion chart that measures the activity you do daily and turns it into steps.

Let us see how many steps we can take in 61 days. Let's get started!

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!