

NATIONAL ACCOLADES FOR INCO BEVERAGE Inco Recognized as President's Award Winner at Molson Coors Distributors Convention in San Antonio, TX



Inco Beverage was recently in the national spotlight at the **2024 Molson Coors Distributors Convention in San Antonio, TX** as the winners of the 2023 President's Award were announced to the several thousand attendees representing Molson Coors distributors across the country. Each winner was featured in a video that was seen on the big screens at the meeting. The Inco team photos above to the left were shown along with a brief interview with Inco Beverage CEO **Joe DeMarco**.

In the above right photo, Inco's attendees at the convention gathered for a group photo at the closing reception. From left to right: Territory Manager **Cory Bowen**; Johnstown Director of Sales **Alan Homan**;

President **Ryan Rizzo**; CEO **Joe DeMarco**; General Sales Manager **Tom Long**; our Molson Coors rep **Brian Dawson**; Vice President **Joe Incardona**; and Greensburg Director of Sales **Angelo Greco**.

The convention also provided the opportunity for Molson Coors to unveil its marketing plans and new product innovations for 2025. Among those are: a major ad campaign celebrating the 50th anniversary of **Miller Lite**; the launch of eye-catching new packaging for **Keystone Light**; a plan to build **Peroni** into a major US brand by tripling their marketing investment in the brand; and the launch of higher alcohol content versions of **Blue Moon** and **Simply**.



In all, it was an exciting meeting for the Inco family, giving us much to look forward to in the next year from our biggest supplier!

News from Our Sales Department: Meet Inco's Chain Team



We have so many great teams here at Inco Beverage, which is why we think it's good for everyone in the company to know what's going on in all our departments!

Here's a nice report on our Sales Department Chain Team from **Chain Sales Manager Linda Moore**:

"You may see them dropping by the warehouse after a day in the market. Or maybe you've spotted them in a Sheetz store during your morning coffee stop. But have you met the Inco Chain Team yet?"

Meet **John Smith, Jay Bracken, and Jeff Clark**. This Chain Team trio provides dedicated coverage to over 110 C-Stores and grocery stores across eight counties. Although their main priority is preparing orders for each account, John, Jeff, and Jay are also responsible for maintaining set integrity, product rotation, merchandising, and ensuring there is always product on the shelves when they leave an account.

The biggest thing that sets this team apart is their ability to find extra opportunities in a highly competitive environment where every inch of space is managed. Whether it's working with a store manager to fill a neglected slot or securing the space for an extra stack of Inco product, they leave no stone unturned and take a lot of pride in their success."

Congratulations to These Employees on Their Upcoming Work Anniversaries This Month

- | | |
|---------------------------|----------|
| — Justin Wise, Delivery | 22 years |
| — John Daily, Delivery | 21 years |
| — Jim Pfiel, Warehouse | 20 years |
| — John Cochran, Warehouse | 5 years |

SAFETY AT INCO BEVERAGE

Fall Driving Tips for Drivers: With fall upon us, road conditions can be tricky. Remember:

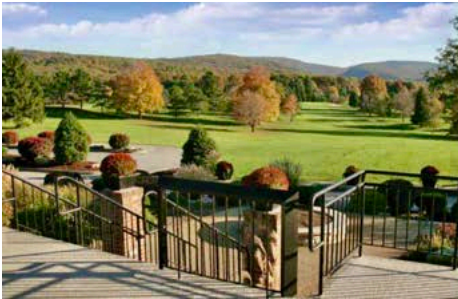
- Check your tire pressure as temperatures drop.
- Watch out for wet leaves—they can be slippery.
- Be mindful of sun glare during early mornings and late afternoons.

Warehouse Safety: As we head into the busy season, be sure to lift kegs properly and use equipment safely. Report any maintenance concerns immediately.

Safety Team Meeting: October 9, 2024, at 2 pm (Onsite and Remote at all locations)

If you have replied already, **THANK YOU!**
If you have not replied yet, please do so ASAP.

The Incardona and Rizzo Families
Cordially Invite You to
2024 Annual Inco Beverage Employee
Appreciation Celebration
5:00 - 9:00 P.M. Saturday, November 2nd



Chestnut Ridge Golf Resort & Conference Center
132 Pine Ridge Rd, Blairsville, PA 15717

**Please join us for a fun filled evening with great food,
music, fellowship, and prizes!**

Please reply by **Tuesday, October 15th whether you and your guest
can join us by
texting **Cathy Incardona 724-713-7739**
or emailing cathyincardona@gmail.com**

**Dinner includes Surf & Turf (beef steak & crab cake); Please let
Cathy know of any food allergies or dietary limitations!**

Welcome to the Inco Family - New Employee Spotlight



Thomas Mullen
Warehouse Lead
Greensburg



Dink Makin
Order Selector
Johnstown



Bradley Roles
Order Selector
Johnstown

Thomas Mullen - Thomas spends his free time with family, playing video games, and enjoying outdoor activities. His favorite snack is popcorn, and he loves the Wicked Dog restaurant in Selinsgrove.

Dink Makin - Dink enjoys walking, watching sports, and hunting on his days off. His favorite snack is carrots and yogurt, and his hobby is building WWII airplane models.

Bradley Roles - Bradley enjoys watching sports in his free time, and his favorite snack is chips. His hobbies include weightlifting and fishing.

HEALTH AND WELLNESS CORNER

Open Enrollment: Health & Wellness Benefits Fair – October 15 & 16

We're excited to offer our Open Enrollment Benefits Fair! Employees can complete biometric screenings, review benefits, and meet with vendors from UPMC, VOYA Retirement Plan, and First National Bank. Flu and COVID-19 vaccinations will also be available from Workplace Health. Be sure to bring your insurance card!

- **Johnstown:** October 15, 11 AM – 4 PM (147 Allison Drive)
- **Greensburg:** October 16, 11 AM – 3 PM (1584 Roseytown Road)

Can't make the fair?

Employees who get vaccinated can earn a \$5 Sheetz gift card for one shot (Flu, COVID, or Booster) or \$10 for both. Submit proof of vaccination to HR.

Wellness Committee Meeting:

October 15, Remote & Onsite, 9:30 AM (Onsite and Remote at all locations).

Get Moving at Inco Beverage!

Join our "Get Moving" challenge and be more active each day. Log your steps for a chance to win prizes like tickets to the Pirates, Pittsburgh Zoo, Altoona Curve, t-shirts, and hoodies. Drop off your weekly step count in the designated box by Monday, and a random drawing will be held every Wednesday. The contest runs from September 1 to October 31. Let's see how many steps we can take as a company! A conversion chart will be provided for different activities.

401k VOYA Plan:

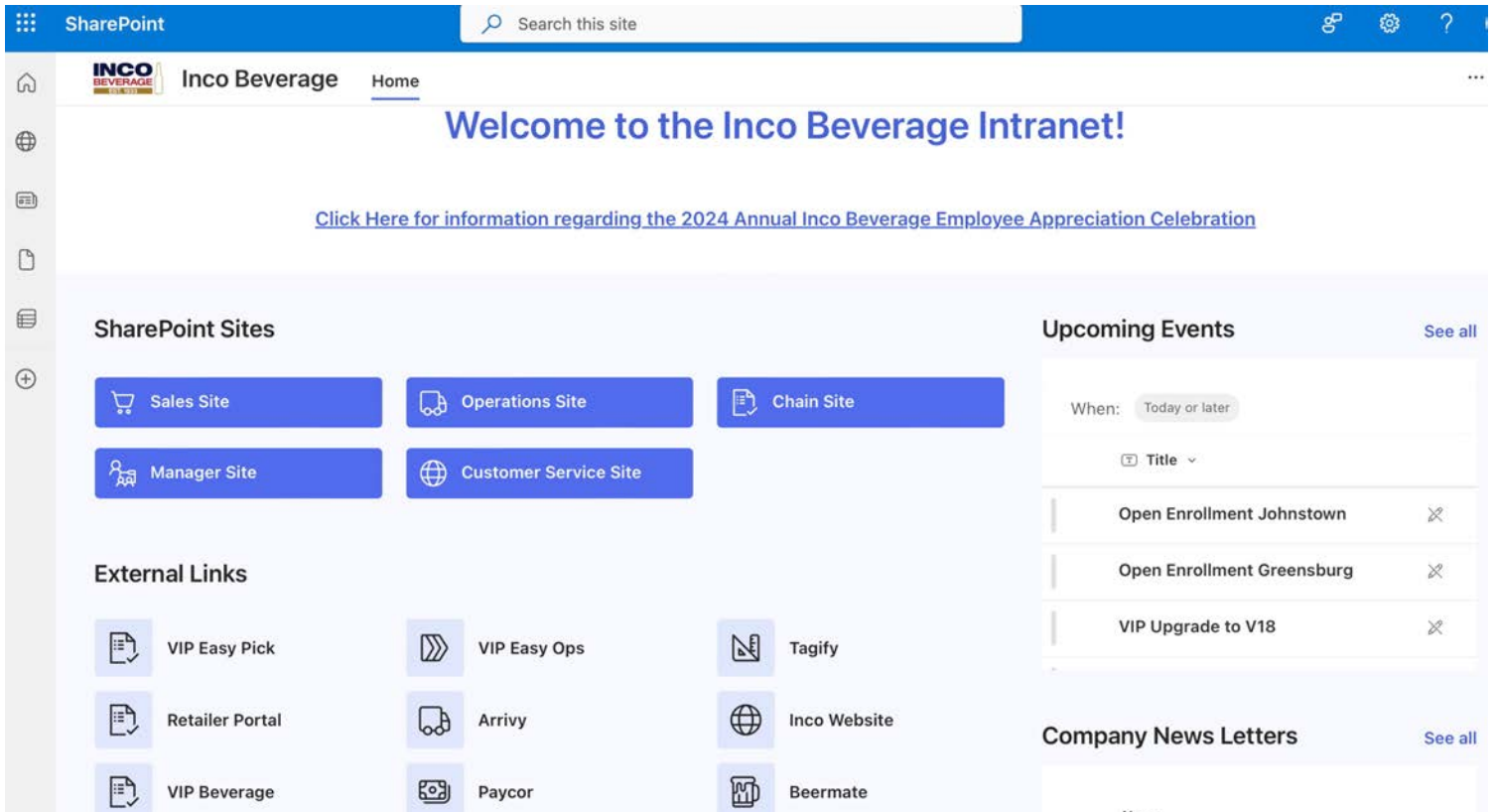
Starting January 1, a Roth 401k option will be available alongside the traditional retirement plan. More details to follow.

Halloween Costume Contest:

On October 31, wear your favorite Halloween shirt or costume and get ready for some SPOOKTACULAR treats!

Thank you all for your hard work and dedication as we head into Q4. Let's make October a great month!

Inco IT Department Launches New Company Intranet Site



In an effort to make everyone’s job a little easier, our IT department has just created a fantastic new resource: a company intranet page with clickable links to just about every Web site we use on a daily basis here at Inco Beverage. Basically, this is an internal Web site that is tied to our Sharepoint account. The new intranet will serve as a one-stop portal for access to all the Web tools we need to use on a daily basis, as well as important company information such as employee contact information, benefits information, and all digital issues of this company newsletter.

IT manager **Jim Stiffler** and his department are systematically making sure all company computers, including tablets used out in the field, are set to go directly to the new intranet page when the Web browser is launched on each device.

“I hope everyone will take advantage of using the new intranet, and that anyone with ideas to add to it will bring them to us,” Jim says.

At the top of the intranet page, there are links to the internal Sharepoint sites for all departments, including Sales; Operations; Chain; Managers; and Customer Service.

In addition, there are links to useful External sites we use frequently here at Inco, including: VIP Easy Pick; VIP Easy Ops; Tagify; our Retailer Portal; Arrivy; the Inco external Web site; VIP Beverage; Paycor; and Beermate.

Currently, the intranet is only accessible to those in the company who have an @incobeverage.com e-mail address.

The link to the new intranet site is: <https://incobeverage.sharepoint.com/>

Inco Shines at Luke Bryan Farm Tour concert in Smithton, PA



Inco Beverage played a major role as the beer sponsor for the recent Luke Bryan Farm Tour outdoor concert at the Cunningham Family Farm in Smithton, PA. With lots of great signage designed by our graphic artist **Aaron Hautz** representing Miller Lite and other Molson Coors brands, Inco was a very visible partner to the event's organizers.

"The promoter I worked with from the Farm Tour to set everything up said that our signage was by far the best he has seen from any wholesaler that he worked with," said Inco Greensburg Director of Sales **Angelo Greco**. "At the concert, nearly 300 cases of Simply Spiked Lemonade 24oz cans, 215 cases of Vizzy 24oz cans, and 600 cases of Miller Lite 16oz cans were sold," he adds.

"What a great show!," said Inco Chain Manager **Linda Moore**. She adds, "It was interesting to find out that proceeds for this tour go toward Feeding America and to help subsidize farms across the U.S. Good stuff to be involved with!"



Concertgoers enjoyed a great performance by Miller Lite partner Luke Bryan and his supporting tour artists.



The order for the Luke Bryan Farm Tour show before it was delivered from our Greensburg location. Wow, that's a lot of product!