

TEAM-BUILDING AT LIVE CASINO IN GREENSBURG



Inco's entire sales team held their twice-annual in-person sales meeting on December 6 at Sports and Social, the sports bar at Live! Casino in Greensburg. This was a great opportunity for team-building at one of our key accounts in the Greensburg market.

Reports were presented by all the brand managers on upcoming new products and promotions in 2025 for every brand in our portfolio.

General Sales Manager **Tom Long** kicked things off with an overview of the sales department's performance in 2024, and an outlook on what to expect for 2025. "I'm happy to report that in 2024 Inco retained 95% of the volume we gained during 2023 from Bud Light," Tom stated to the sales team. "And, we hit every distribution goal for this year as well," he added.

Some exciting products to look for next year are:

From Molson Coors: Simply Spiked Tropical Variety Pack in 12 oz. cans; Vizzy Cream Pop Variety Pack for year-round availability; and Peroni 12-pack slim cans.

From Boston Beer: Breakaway Blonde, a new spring seasonal. And, from New Trail, Trail Marker, a new year-round West Coast IPA.

Speaking of New Trail, Inco Greensburg sales director **Angelo Greco** reported to the sales team that our total sales of New Trail are expected to hit more than 10,000 case equivalents for this year, only ten months after rolling out the brand to our customers.

Overall, 2024 has been a great year for Inco. Thanks to all of you for your hard work this year!

Congratulations to These Employees on Their Upcoming Work Anniversaries

We are happy to celebrate the following employees' work anniversaries! Your dedication and hard work inspire us all. Thank you for being such an integral part of our success.

- **Mark Molnar, Warehouse** **25 years**
- **Zach Zellner, Sales** **5 years**
- **Bill Walters, Delivery** **2 years**
- **Dan Knaus, IT** **1 year**

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!

A big shout out to Driver Isaac Will, who was nominated by Kelly Price (Customer Service) for successfully collecting a replacement customer check.

MARK YOUR CALENDAR!

Operations Team Meetings Schedule

Delivery Team:

- Johnstown: December 11 - 5:00 a.m., 6:00 a.m., and 7:00 a.m.
- Greensburg: December 12 - 5:00 a.m., 6:00 a.m., and 7:00 a.m.

Warehouse Team:

- Greensburg AM Warehouse: December 11 - 9:30 a.m.
- Greensburg Order Selectors: December 11 - 12:30 p.m.
- Johnstown AM Warehouse: December 12 - 9:30 a.m.
- Johnstown Order Selectors: December 12 - 3:30 p.m.

Please mark your calendars and make it a priority to attend!

IMPORTANT ITEMS FROM OUR HR DEPARTMENT

Photo Contest Winner Announced!

Thank you to everyone who submitted photos from the Employee Appreciation Party. Congratulations to Joe Kurcin for submitting the winning photo!

Policy Reminder: Winter Safety Tips

With colder weather here, please dress appropriately for outdoor tasks and take extra care when driving or walking on icy surfaces. Safety remains our top priority!

This month's Safety Meeting will be held on December 11 at 2 PM and conducted remotely for all locations.

Support Is Just a Call Away At All Times, but especially during the holidays

Confidential support is available through our Employer Assistance Program (EAP) with LifeSolutions®. Whether you're managing stress, work-life balance, or other challenges, help is just a phone call away.

Contact LifeSolutions® at 1-844-833-0527 or LifeSolutions@upmc.edu for 24/7 support.

HEALTH AND WELLNESS CORNER

Our first Wellness program, called "Get Up and Get Moving," had a total of twenty-five team members participating at some point. Thirteen of them did all nine weeks of the program. Participants walked 6,687,132 steps, which is a total of 3,094 miles...all the way across the US, from coast to coast, to put this activity in perspective. We are drawing for a grand prize from the 13 people who participated every week.

We are now in our "Survive the Holidays and Thrive program" ; It's a 6-week program with a different theme each week.

- Week 1 – Nov. 25 Gratitude board– Write down 3 things for which you are grateful for during the holidays
- Week 2 – Dec. 2 Walk or do some type of physical activity for 30-minutes 5 days within the week
- Week 3 – Dec. 9 Healthy holiday recipe swap
- Week 4- Dec. 16 Cut out sugary drinks; share a healthy tip; or try a healthy snack
- Week 5- Dec. 23 Holiday trivia game
- Week 6 – Dec. 30 Feel good about yourself... new year resolutions

INCO BEVERAGE TURNS 91 THIS MONTH!



It may be hard to believe, but Inco Beverage will celebrate its 91st anniversary as a family-owned business on December 19. Just two weeks after Prohibition ended in the US on December 5, 1933, Joe and Amelia “Millie” Incardona incorporated their new beer distributorship in downtown Johnstown.

In the beginning, Joe and Millie’s business distributed just four beer brands: Ft. Pitt, Duquesne, and Iron City, all brewed in Pittsburgh; and Rockwood, from the Rockwood Brewery in Somerset County.

Joe was the entire sales department, and also handled deliveries; Millie was the bookkeeper and wore any other hat that was necessary to keep the business running.

Over the years, Inco Beverage kept outgrowing every building it occupied, from its first three locations in the city of Johnstown, to the current location of our company headquarters at 147 Allison Drive in Richland Township. That facility has been expanded a number of times since the Incardonas moved Inco there in 1977.

As the company grew, Joe Incardona became involved at a high level with legislative efforts related to the beer wholesaling business. He was among the founders of the Malt Beverage Distributors Association in Pennsylvania, and also was called upon to testify at the Congressional level about the impact of US trade practices on our industry.

Joe and Millie made many friends in the beer wholesaling industry, and were known for treating their employees like family.

We are blessed to have survived as a family-owned enterprise for so long, and look forward to many more years, with the third generation of Incardona and Rizzo family owners planning to pass the baton to our fourth generation!

SPECIAL INCO 90TH ANNIVERSARY BEER MUG



This commemorative Inco Beverage beer mug was given as a party favor to all who attended our Employee Appreciation Celebration on November 2nd. For any employees who could not attend, Human Resources will make sure you get one!