

Dickerson Distributing celebrates major milestone

One of the Middletown area's oldest businesses is about to celebrate a major milestone. Dickerson Distributing Co., founded in 1933 by Eugene Dickerson and still owned and operated by the Dickerson family, celebrates its 75th year as an Anheuser-Busch/InBev distributor in 2009.

"We're extremely proud and very fortunate to have been able to have a long-standing and productive partnership with such an outstanding global company," says Mike Dickerson, company president and grandson of the company's founder. "And none of it would have been possible without the hard work and dedication of a lot of wonderful people who have worked for and with us over the years, and the great support we've always received from the communities we've been privi-

leged to serve."

Dickerson Distributing is the exclusive AB/InBev distributor for Butler, Warren and Preble Counties. AB/InBev is the global brewer of Budweiser, Bud Light, Bud Light Lime, Stella Artois, Beck's, Bass and many other beer brands. "While AB/InBev is truly a global company, the Anheuser-Busch brands are still brewed here in the U.S., in the company's 12 local breweries, including one in Columbus. We've been able to combine the best of both worlds," says Dickerson.

The company officially became a distributor for Budweiser Beer in April 1934, as a result of the efforts of Eugene Dickerson, grandfather of the company's current top managers. At the time, the company distributed mainly the products of the Geo. Wiede-

man Co., located in Newport, Ky.

As Dickerson grew, the Budweiser brands became a greater and greater part of the company's product line, until 1986 when Dickerson began to distribute only Anheuser-Busch products. During that time, Dickerson was able to increase its service territory to include all of Butler County, as well as Warren and Preble Counties. The company currently services more than 900 licensed retail accounts in these three counties. "We've experienced tremendous growth over the years," says John Dickerson, the company's Chairman and CEO. "Today we're more than six times bigger than we were in the 1980s."

Dickerson credits that expansion to a combination of population growth, great brands and outstanding customer service.

"We've always tried to plan for growth, to work for it, rather than to wait for it," says Dickerson.

That growth has been reflected in Dickerson's employee base, as well as in its community involvement. The company that had less than 20 employees as late as the 1960's, now it employs nearly 70 people at its Monroe facility, where it has been located since 1974. "Although our roots are in Middletown," says Mike Harkrader, Executive Vice President of Dickerson, "We've always tried to support all of the communities in which we do business."

The company spends heavily to promote responsible consumption of its products and is well known for its involvement with the Joe Nuxhall Foundation college scholarship program, as well as many other civic and community proj-

ects. "We only do well if the communities we serve do well, says Mike Dickerson, "And we want to be part of helping those communities succeed."

Although the company will be celebrating its 75-year milestone, it doesn't plan to rest on its laurels. Today, the company distributes brands not only from AB/InBev, but also products from Crown Imports (Corona, Corona Light, Modelo, Pacifico) and Goose Island Brewery (Honkers' Ale, 312, and other brands). "Our company has been successful, because no matter what challenges we've faced, we've tried to never forget our roots and the traditions which have made us successful," says Mike Dickerson. "When you combine that with innovation and great employees, you have to be confident in the future."