

Beer flows through Dickerson family tree

By Denise Wilson
Staff Writer

A third generation beer distributing company has operated in Monroe since 1974.

Dickerson Distributing Co., a longtime Anheuser-Busch and Corona representative, distributes beer to stores in Butler, Warren and Preble counties from its 65,000-square-foot and warehouse facility on Lawton Avenue, said Mike Dickerson, president of the company.

In addition to the entire Anheuser-Busch line — makers of Budweiser, Bud Light and Bud Select, all Michelob brands including Michelob Ultra, Busch beer, Busch Light and Natural Light — Dickerson said the company also distributes Corona products.

He said the company is the only local beer distributor in the service area — Monroe, Middletown, Hamilton and Lebanon — with the highest market share of beer brands at 61 percent.

And Bud Light and Budweiser are the company's top two sellers, he said.

The company moved to Monroe

from Crawford Street in Middletown in 1974, after being there for more than 40 years.

The company was founded in 1933 by Eugene Dickerson, grandfather of Mike and John, the CEO of the company, and was known for many years as Reckman-Dickerson Distributing Co., the result of a partnership in the 1930s with the Reckman family, also of Middletown.

The company began as a Wiedenmann distributorship, which it stopped distributing in the mid- to late-1980s, but acquired the rights to distribute the Anheuser-Busch brands in 1934, and has been representing those brands ever since.

"We want to be known as a very responsible company in the sales and marketing of our products," Dickerson said.

And the company's sales are expected to rise slightly over last year.

"The company plans to distribute 3.5 million cases of beer this year, which represents a small increase over last years sales," Dickerson said.

