

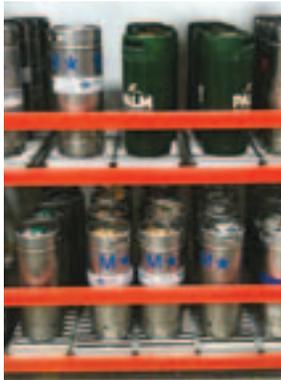
BEVERAGE
INDUSTRY CAPABILITIES

PDC

Precision Distribution Consulting, Inc.®

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PDC

Precision Distribution Consulting, Inc.

Our Company

Precision Distribution Consulting (PDC) is an independent consulting firm specializing in quality solutions for our clients' distribution infrastructure. PDC provides engineered solutions coupled with personalized service. We specialize in developing warehouse layouts, facility sizing, facility location strategies, as well as sales and delivery optimization. Our approach is a balance of detailed analysis and operational experience which results in designs and solutions that are readily executable with quantified results. We also provide services ranging from conceptual distribution design through to implementation management and training.

Our service lines center on the development of focused and executable supply chain and distribution strategies. Using the most modern analytical and engineering tools, PDC provides its clients with definitive, empirically driven solutions to execute day to day business at the lowest possible logistics cost, now and in the future.

Our business philosophy is to create lasting relationships with our clients through quality solutions and personalized attention. The strength of our company rests on the consulting and engineering capabilities of our staff along with professional and personal values that each possesses. PDC's success is directly linked to our clients' successes. Our professionals have executed projects with over 500 companies in 30 countries. As such, we have worked in dozens of industries and at all organizational levels.

PDC

EXPERIENCE

PDC has an established history within the beverage industry. That said, we are constantly innovating. Our design approach remains current through internal retooling and up to date first hand operational experience. Our professionals have successfully provided business advice and executed over 500 beverage projects in more than 30 countries around the world. These efforts have resulted in millions of dollars in cost reduction and an unparalleled capability to position our clients for the future. A partial list of beverage companies PDC has experience working with is listed below:



CSD and Water

- Browning Harvey (Newfoundland)
- Carolina Cannery
- Coca-Cola Drikker (Norway)
- Coca-Cola Enterprises
- Coca-Cola North America (multiple)
- Diageo
- Dr. Pepper Snapple Group (multiple)
- Empressas Polar (Venezuela)
- Nagel Beverages
- Nestle Waters North America (multiple)
- Nor-Cal Beverage (multiple)
- The Gillette Group
- PepsiCo
- The Pepsi Bottling Group (multiple)
- Pepsi Americas (multiple)
- Pepsi Bottling Ventures
- Rosinka (Ukraine)
- Schweppes (Spain)
- SIBCO (Saudi Arabia)
- Weinstein Beverage Company



Beer Distributors

- B & B Beverage Co.
- Ben E. Keith Company
- Beverage Wholesalers, Inc.
- Blue Ridge Beverage Co.
- Bob Hall, LLC
- Bond Distributing Co.
- Brown Distributing Company
- Buck Distributing Company
- Burke Distributing
- C. Stein Distributing, Inc
- Cardinal Distributing
- Champion Brands Inc.
- Clare Rose Inc.
- Coastal Beverage Company
- Cone Distributing Inc.
- Crescent Crown Distributing
- Daytona Beverages
- DeCrescente Distributing Co
- Delta Brands, Inc. (Delta Sierra)
- Dixie Beverage Company
- Donaghy Sales
- Euclid Beverage Ltd.
- Five Star Distributing Inc
- Flying Dog
- Fredericksburg Distributing Company
- G&M Distributor, Inc.
- Gold Coast Eagle Distributing
- Grey Eagle Distributors
- Guiffre Distributing
- Harpoon Brewery
- Heidelberg Distributing Co.
- Hoffman Beverage Company
- Indiana Beverage
- Keg 1 O'Neil LLC
- L.T. Verrastro, Inc.
- Lewis Bear Company
- Loveland Distributing Company, Inc.
- Markstein Sales Company
- Matagrano, Inc
- McCraith Beverages, Inc
- Mitchell Distributing Company
- Monarch Beverage Company
- Nelson Beverage
- Nor-Cal Beverage
- Pearlstine Distributors
- Peerless Beverage Co.
- Saratoga Eagle Sales & Service Inc.
- Sheffer Beer Distribution Co
- Shore Point Distribution Company
- Silver Eagle Distributors
- Southern Eagle Distributing
- Strathman Sales Company
- Straub Distributing Co.
- Superior Beverage Group
- Virginia Imports, Ltd
- Watkins Distributing
- Wayne Densch, Inc
- Wisdom Beverage
- Wright-Wisner Distributing Corp.

GLOBAL CAPABILITY

In addition to our experience within the United States, our professionals have extensive international experience having performed projects in the following countries:

Argentina

Australia

Belgium

Brazil

Canada

China

Chile

Colombia

Czech Republic

Germany

Guam

Guatemala

Hungary

Indonesia

Japan

Jordan

Mexico

Netherlands

Norway

Philippines

Poland

Romania

Russia

Saudi Arabia

Singapore

Spain

South Africa

Thailand

Ukraine

Uruguay

Venezuela

Yemen



SERVICES

FACILITY SIZING AND DESIGN

Features: A methodical engineering approach supported by detailed analysis of throughput and inventory requirements extrapolated over multiple years. A focus on developing both short term and long term engineered solutions.

Areas addressed include:

- Warehouse size and physical attributes
- Site flow and parking requirements
- Storage equipment definition
- Material handling equipment definition
- Dock door requirements
- Support equipment definition (e.g. battery chargers)
- Work process definition
- Productivity and staffing calculations

Benefits: A solution based on empirical analysis, operational expertise and detailed engineering to support warehouse expansion, automation, or Greenfield warehouse planning. Evaluating fixed and variable costs over a design horizon provides PDC clients with a phased capital plan which will streamline cash flow while achieving operational and cost requirements.



FUNCTIONAL & TECHNICAL EQUIPMENT SPECIFICATIONS

Features: With intimate knowledge of the warehouse design PDC prepares detailed technical and functional equipment specifications. PDC specifications are the foundation of request for quotation (RFQ) packages that are prepared on behalf of their clients.

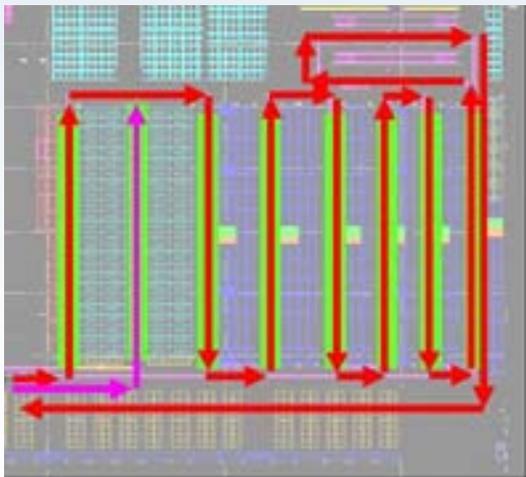
Benefits: Independence and objectivity allows PDC to prepare specifications without bias towards equipment suppliers. PDC clients are ensured that RFQ packages are prepared thoroughly and that detailed designs are prepared to meet their specific requirements.

SERVICES

PERFORMANCE SPECIFICATIONS

Features: Using a proven work sampling methodology combined with the latest technological advances PDC develops empirically based time standards for every function in the operation. Work samples are taken to an 85% confidence interval level to ensure that all unique business conditions are accounted for when developing the standards.

Benefits: Using a proven methodology, companies are able to define in detail those factors attributing to performance. Value added versus non-value added time is clearly defined as well as the root cause and cost impact of non-value added time. Valuable insight can also be gained as to the benefit of process improvement or enhancements to layout, product location strategies and material handling equipment.



WAREHOUSE LAYOUT AND SLOTTING

Features: A structured, analytical and operations based approach intended to maximize space utilization and productivity within an existing warehouse. Areas addressed include:

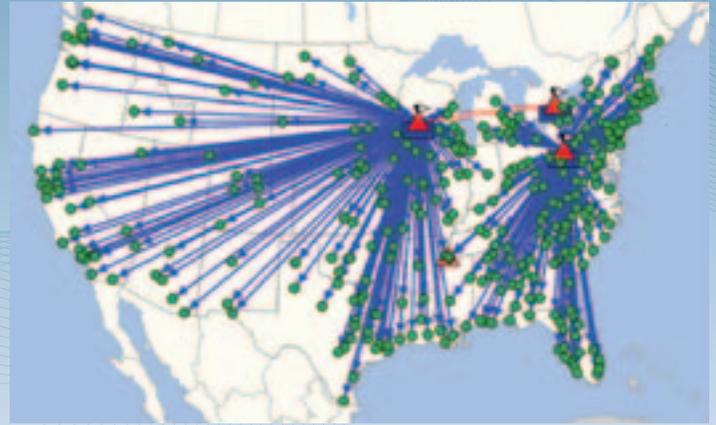
- Overall facility layout
- Storage lane depths
- Storage equipment
- Pick area design and slotting
- Productivity expectations
- Automation
- Financial Justification

Benefits: A solution based on empirical analysis and operational expertise. Maximize existing assets and operational performance without major capital investment.

SERVICES

NETWORK OPTIMIZATION

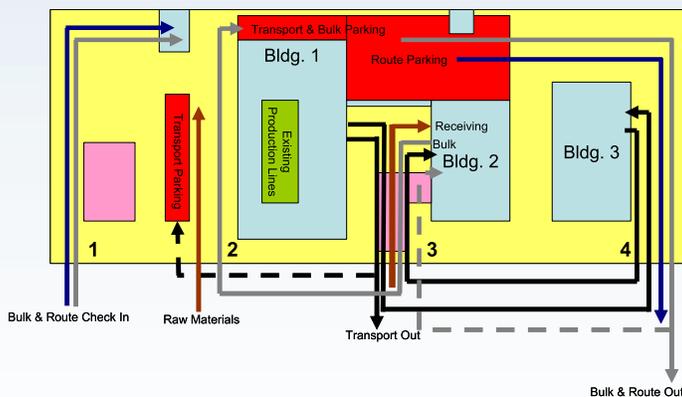
Features: PDC uses advanced analytical modeling technology to analyze and define the optimal warehouse cost structure including transportation costs, fixed facility costs (those costs that do not change with demand) and variable facility costs (those costs that change with demand) under alternative scenarios.



Benefits: PDC clients benefit from the ability to quickly and confidently evaluate multiple warehouse network scenarios. Our modeling provides the empirical information necessary to define and quantify the optimal quantity, location and function of our clients warehouses. Results are based on the optimal logistics costs while achieving the cost and customer service levels.

OPERATIONS ASSESSMENT

Features: A professional opinion of performance improvement opportunities based upon a two-day review of operations and interviews. The professional opinion is supported by a summary level data analysis of inventory and throughput characteristics.



Benefits: An offering which allows PDC clients to gain confidence that improvement opportunities exist. The assessment process provides a methodology to identify best practice and improvement opportunities within a single facility or across multiple facilities. The assessment process also identifies the additional effort which may be required to achieve results.

SERVICES

DELIVERY OPTIMIZATION AND LOCATION MODELING

Features:

PDC utilizes route analysis tools that provide advanced route optimization across a wide variety of planning scenarios from territories and master routes for all facets of DSD delivery or sales behavior. An accurately developed sales and delivery strategy master plan entails a complex modeling process which considers fixed fleet costs, variable fleet costs, alternative delivery asset types, alternative product handling techniques in the trade, customer drop analysis, and customer frequency analysis. PDC has the ability to determine the operating cost impacts of alternative distribution center or crossdock scenarios including the effect these changes have on route delivery.



Benefits:

The ability to define the optimal number of delivery fleet, optimal mix of fleet asset types, handling techniques associated with each delivery asset type and cost structure is critical to developing the long-term sales and delivery strategy. Challenging the rules of the current delivery system is a key step in continuing to quantify the impact of current service and sales behaviors, improve the total cost to serve of the customer base with delivery changes, and maintain or improve customer service. This is a much more holistic approach versus the historical miles minimization reroute scenario analysis of the past. The PDC approach allows clients to quantify these impacts and make informed decisions about their business.

SERVICES

OPERATIONS, PLANNING & TRAINING

Features: Expertise in the development of standard operating procedures (SOPs), performance measurement, labor planning and shop floor management techniques provides an opportunity to achieve operational savings via low/no capital solutions. Process development is supported by computer animation and simulation to support employee training.

Benefits: PDC clients benefit from our experience in process improvement projects. Transferring knowledge on day-to-day operations and management techniques allows their clients to sustain high levels of performance through variable business conditions.



IMPLEMENTATION MANAGEMENT

Features: Oversight of equipment installation, systems installation and start-up and work process implementation while maintaining responsibility for the overall project schedule.

Benefits: With detailed knowledge of the solution and expected outcome combined with objectivity to work in the best interest of PDC clients ensures that the implementation of equipment meets the expectations set during the detailed design.

OUR APPROACH

In recent years, warehouse operating costs within the beverage industry continue to increase. This rise is directly attributed to a number of factors including:

- Consistent volume growth.
- New package introductions and product acquisitions.
- More frequent and smaller deliveries.
- Short order to delivery cycles.
- Reliance on overtime to accommodate for business variability.
- Employee retention issues.
- Undersized or critically constrained facilities.
- Outdated material handling and storage equipment.
- Consolidations.

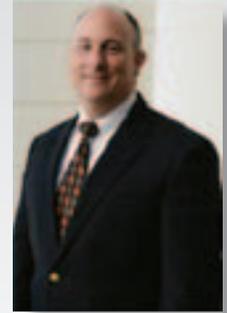
Beverage companies (large and small) are now placing a significant amount of emphasis on developing the infrastructure and operating procedures needed to drive cost reductions in their warehouse and distribution network, thus positioning their company for future growth. Precision Distribution Consulting, Inc. was created in part to provide beverage companies with beverage experience, engineering capability and warehouse operations expertise necessary to achieve the highest level of performance. Our in-house professionals offer comprehensive distribution solutions that integrate strategic business advice and detailed engineering into a comprehensive service.

We identify not only the business and economic drivers that impact your warehouse network but also apply engineering and operations expertise that have a significant impact on your company's cash flow and, ultimately, your company's performance.



MEET OUR PRINCIPALS

Greg Ellis is a Principal and President of Precision Distribution Consulting, Inc. He possesses twenty-three years of distribution operations and consulting experience. Mr. Ellis has had responsibility for the coordination, execution and management of distribution center design projects including strategic planning, location analysis operations analysis, facility sizing, material handling design, best practice assessment, shop floor management and client training efforts. He has successfully executed projects in 16 countries including the United States, Canada, Guatemala, Russia, Germany, Poland, Italy, France, Ukraine, Romania, Czech Republic, Slovakia, Saudi Arabia and Jordan. Mr. Ellis co-authored a national initiative that details the design, operations, staffing, and productivity improvement for the United States network of 400+ warehouse facilities for a client in the beverage industry. In recent years, Greg and his firm PDC, have successfully executed several national and international facility design projects. These projects have included many leading companies of consumer retail goods including some 100 plus wine and beer distribution center designs.



Gregory P. Ellis

President

Mr. Ellis holds a BA in Business Administration from Marietta College. He is a member of the National Beer Wholesalers Association (NBWA), International Society of Beverage Technologists (ISBT), and Contributing Editor to Beverage World Magazine and contributor to Modern Material Handling Magazine.

Mr. Ellis has personally performed projects for the following companies:

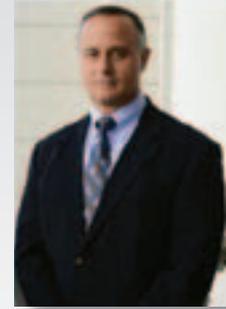
COMPANIES

- BOB HALL, LLC
- BROWN DISTRIBUTING
- BUCK DISTRIBUTING
- C. STEIN DISTRIBUTING, INC.
- CADBURY SCHWEPPE
- CARDINAL DISTRIBUTING
- CAROLINA CANNERS
- CHAMPION BRANDS, INC.
- CLARE ROSE, INC.
- COCA-COLA REFRESHMENTS
- COASTAL BEVERAGE
- DAYTONA BEVERAGE
- DECRESCENTE DISTRIBUTING
- DELTA SIERRA
- DONAGHY SALES
- EAGLE BRANDS
- FREDERICKSBURG DISTRIBUTING
- FRITO LAY
- GOLD COAST EAGLE
- GREY EAGLE DISTRIBUTION
- HEIDELBERG DISTRIBUTING
- HEINZ
- HOFFMAN BEVERAGE COMPANY
- KEG 1 O'NEILL
- LAKE BEVERAGE
- LEWIS BEAR COMPANY
- LOVELAND DISTRIBUTING
- MARKSTEIN SALES COMPANY
- MONARCH DISTRIBUTING
- NAGEL BEVERAGES
- NOR-CAL BEVERAGE
- PEARLSTINE DISTRIBUTING
- PEPSI-COLA
- SHEFFER DISTRIBUTING
- SOUTHERN EAGLE
- SIBCO
- VIRGINIA IMPORTS, LTD
- WAYNE DENSCH
- WEINSTEIN BEVERAGE COMPANY

INDUSTRIES

- AUTOMOTIVE
- BEVERAGE
- CONSUMER PACKAGED GOODS
- CONSTRUCTION PRODUCTS
- DAIRY
- HEALTH & BEAUTY
- MEDICAL EQUIPMENT & SUPPLIES
- PACKAGED FOOD
- PET FOODS
- PLASTICS

Ned Bauhof is a Principal and Vice President with Precision Distribution Consulting, Inc., an independent distribution consulting firm located in York, Pennsylvania. During his 21 years in distribution consulting, Ned has performed warehouse optimization, Greenfield warehouse design, warehouse expansion, and warehouse automation projects. He has successfully executed projects in 16 countries including the United States, Canada, Mexico, Guatemala, Panama, Columbia, Venezuela, Brazil, Germany, Belgium, Poland, Italy, France, Spain, Czech Republic, Uruguay, and Russia. Ned also co-authored a national warehouse initiative that details the design, operations, staffing, and productivity improvement for the United States network of 300+ beverage warehouse facilities.



Ned F. Bauhof

Vice President

Ned received his B.A. from Mount Union College. He is a member of the NBWA and Council of Supply Chain Management Professionals (CSCMP). He has published numerous articles in both Beverage Industry Magazine and Beverage World Magazine.

Mr. Bauhof has personally performed projects for the following industries and companies as well as others:

COMPANIES

- BEN E. KEITH COMPANY
- BEVERAGE WHOLESALERS
- CLOROX
- COCA-COLA BIG
- COCA-COLA NORTH AMERICA
- COCA-COLA REFRESHMENTS
- COLGATE PALMOLIVE
- CRESCENT CROWN DISTRIBUTING
- DORMONT MANUFACTURING
- DR. PEPPER SNAPPLE GROUP
- EMPRESAS POLAR
- GOLD COAST DISTRIBUTORS
- HEINZ
- HILL'S PET NUTRITION
- KELLOGG'S
- LEWIS BEAR COMPANY
- NEW BELGIUM BREWING
- NOR-CAL BEVERAGE COMPANY
- PEPSI BEVERAGE COMPANY
- PEPSICO
- SCHWEPES SPAIN
- STRAUB DISTRIBUTING
- SUPERIOR BEVERAGE
- THERMADYNE
- WATKINS DISTRIBUTING
- WRIGHT BEVERAGE

INDUSTRIES

- BEVERAGE
- CONSUMER PACKAGED GOODS
- DAIRY
- ELECTRONICS
- INDUSTRIAL
- PACKAGED FOOD
- PAPER
- PET FOOD
- PRODUCE

Andy Yankanich is a Principal for Precision Distribution Consulting, Inc., an independent distribution consulting firm located in York, Pennsylvania. Mr. Yankanich has 15 years experience in warehousing and distribution serving as a Project Manager.



Andrew N. Yankanich
Principal

During this time, he has managed over 175 projects for companies of all sizes. Mr. Yankanich has successfully executed projects in the United States, Canada, Honduras, Jordan, Saudi Arabia and Puerto Rico. His projects include facility sizing, layout optimization, material handling design, equipment specification, labor calculations, and distribution network optimization. He holds a B.A. from Pennsylvania State University and an MBA from The University of North Carolina at Greensboro.

Mr. Yankanich has personally performed projects for the following industries and companies as well as others:

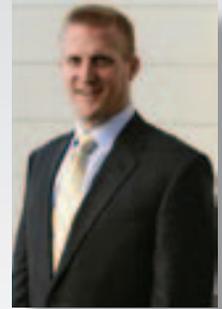
COMPANIES

- B&B BEVERAGE CO.
- BOND DISTRIBUTING
- BROWN DISTRIBUTING
- BUCK DISTRIBUTING
- CADBURY SCHWEPPES
- COASTAL BEVERAGE
- COCA-COLA REFRESHMENTS
- CONE DISTRIBUTING
- DELTA SIERRA BEVERAGE
- DONAGHY SALES
- EAGLE BRANDS
- FIVE STAR DISTRIBUTING
- FLYING DOG
- FRITO LAY
- G&M DISTRIBUTORS
- GOLD COAST EAGLE DISTRIBUTING
- GUIFFRE DISTRIBUTING
- HEINZ
- INDIANA BEVERAGE
- LEWIS BEAR Co.
- MARKSTEIN SALES COMPANY
- PEPSI-COLA
- PEPSI MID AMERICA
- SARATOGA EAGLE SALES
- SOUTHERN EAGLE DISTRIBUTING
- TIC GUMS
- TROPICANA
- WISDOM BEVERAGE
- WIS-PAK, INC.

INDUSTRIES

- BEVERAGE
- CONSUMER PACKAGED GOODS
- CONSTRUCTION PRODUCTS
- PLASTICS
- INDUSTRIAL
- PACKAGED FOOD
- FARM AND PET SUPPLIES

Matt Ellis is a Principal of Precision Distribution Consulting, Inc. He possesses thirteen years of supply chain consulting experience. Mr. Ellis has had responsibility for the coordination, execution and management of distribution center design projects including strategic planning, 3PL evaluation and selection, operations analysis, facility sizing, material handling design, time and motion studies, shop floor management and client training efforts. He has successfully executed projects in 15 countries including the United States, Australia, Canada, Columbia, Czech Republic, Germany, Hungary, Mexico, Norway, Poland, Romania, Russia, Spain, Ukraine, and Venezuela. In recent years, Matt and his firm PDC, have successfully executed several national, and international facility design projects for various leading companies of consumer retail goods including some 100 plus wine and beer distribution center designs.



Matthew E. Ellis

Principal

Mr. Ellis holds a BA in Mathematics from Dartmouth College. He is a member of the National Beer Wholesalers Association (NBWA).

Mr. Ellis has personally performed projects for the following industries and companies as well as others:

COMPANIES

- BOB HALL, LLC
- BURKE DISTRIBUTING
- CADBURY SCHWEPPEES
EUROPEAN BEVERAGES
- COCA-COLA COMPANY
- COCA-COLA DRIKKER
- COCA-COLA REFRESHMENTS
- COCA-COLA NORTH AMERICA
- COLGATE PALMOLIVE
- CRESCENT CROWN DISTRIBUTING
- DECRESCENTE DISTRIBUTING COMPANY
- DIXIE BEVERAGE COMPANY
- DR. PEPPER SNAPPLE GROUP
- EMPRESAS POLAR
- EUCLID BEVERAGE
- FREDERICKSBURG DISTRIBUTING COMPANY
- HARPOON BREWERY
- HEINZ NORTH AMERICA
- HILL'S PET NUTRITION
- HOFFMAN BEVERAGE
- L.T. VERRASTRO, INC.
- L'OREAL
- LEWIS BEAR COMPANY
- MONARCH BEVERAGE COMPANY
- NELSON BEVERAGE
- NUTRICIA
- PEERLESS BEVERAGE COMPANY
- PEPSI AMERICAS
- PEPSI BEVERAGES
- PEPSICO, INC. AMEA
- PEPSI-COLA
- PROUD EAGLE, INC.
- SCHWEPPEES
- SHORE POINT DISTRIBUTION
- SILVER EAGLE DISTRIBUTORS
- STRATHMAN SALES COMPANY
- SUPREME BEVERAGE COMPANY
- ZIMAG LOGISTICS
- ZIP BEVERAGE

INDUSTRIES

- BEVERAGE
- CONSUMER PACKAGED GOODS
- CONSTRUCTION PRODUCTS
- ELECTRONICS
- HEALTH & BEAUTY
- HOSPITAL & HEALTHCARE
- INDUSTRIAL
- MEDICAL EQUIPMENT & SUPPLIES
- PACKAGED FOOD
- PET FOOD
- PHARMACEUTICAL

PDC

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