

# CRAIN'S DETROIT BUSINESS

October 26, 2009

## **Lake Orion distributor named 2009 Craft Beer Distributor of the Year finalist**

*BY NATHAN SKID*

Lake Orion-based craft beer distributor **Powers Distributing Co.** has been recognized by the **National Beer Wholesalers Association** and the **Brewers Association** as a 2009 Craft Beer Distributor of the Year Award finalist.

The award is given to the beer distributor that does the most to market, promote and sell craft beer.

Awards were announced at the Great American Beer Festival Sept. 24-26 in Denver, Co.

“Powers Distributing is truly honored to be a finalist for making sure we provide the widest choice of beers to adult consumers, support craft beers and partner with local businesses and provide quality service to everyone,” Rob Powers, president of Powers Distributing, said in a press release.

The craft beer distributor was commended for its innovative Web site which not only teaches consumers about the many craft beers it carries but also which licensed retailers carry them.

“Powers Distributing has shown dedication to delivering unique and innovative craft beers to consumers by stocking store shelves with these brands,” Charlie Papazian, president of the Brewers Association said in a press release.