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Wine Distributors move operations from Paw Paw to Kalamazoo

Paw Paw - Paw Paw Wine Distributors (PPWD), a family-owned distributor of wine, beer, and other beverages, has expanded to larger facilities in Kalamazoo to accommodate continued growth and strengthen service to its customers across Southwest Michigan.

PPWD is investing more than \$2 million dollars for the expansion, including the renovation of an 85,000-square-foot facility in Kalamazoo. Investment is also going toward increased energy efficiency through the use of high efficiency lighting, new forklifts, and continued recycling efforts. A significant reduction in fuel consumption by delivery trucks is also expected.

"For three generations, the Southwest Michigan community has supported Paw Paw Wine Distributors and we are proud to continue investing in the region and local community, creating jobs, and becoming more energy efficient," said Dave Bogen, PPWD president, in a written press release. "We anticipate a 15,000 gallon reduction in annual fuel consumption by our fleet operation. We will also continue our ongoing recycling program that recovers over 100 tons per year of glass, metal, plastics, and paper. We've installed high efficiency lighting fixtures and are replacing our forklifts with more efficient electric models. We expect to require less energy for heating at our new facility also, despite being larger than our previous location."

Founded in 1945 by Ottorino Schincariol, the business began as a two-person sales and delivery company of St. Julian and other locally produced wines, based out of an 800-square-foot building in Paw Paw. Ottorino retired in the late 1960s and growth continued in Paw Paw under the presidency of his son, Ron Schincariol, who retired in 2007.

Today, PPWD employs over 60 people and distributes over 3,000 premium domestic and imported beverages; including many locally produced products like St. Julian wines and Bell's beers.

The company recently filled five new positions in conjunction with its growth.

"We are proud of our company history and community involvement in Paw Paw, and will continue our commitment to community support," said Ron Schincariol.

Bogen echoed similar comments saying, "We look forward to continuing our company growth, enhancing service to our customers, and being responsible corporate citizens of Southwest Michigan."