

FOR IMMEDIATE RELEASE  
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## Family Owned Pike Distributors Expanding in Marquette, Keeps Newberry Jobs and Connections

NEWBERRY – **Pike Distributors**, a family owned beverage distributor, today announced that it is on track to relocate its headquarters to Marquette while still preserving operations and staff at its longtime Newberry facility.

“Pike Distributors has very deep roots in the Upper Peninsula and we are committed to continuing our long partnership with all the communities we serve,” said Pike Distributors President **Joe Ketvirtis**, the second generation of the family to own and operate the beer, wine and beverage distributor.

“We are excited about our new headquarters in Marquette, and remain firmly committed to our loyal employees and community partners in Newberry, which was Pike’s home for more than seven decades,” Ketvirtis said. “The Newberry facility will continue to be a fully operational warehouse and an important facility for our operations. Pike is proud to create good-paying local jobs, invest in Michigan and help build a stronger future for our economy here across the Upper Peninsula.”

Pike expects to fully open its new headquarters in Marquette during the first week of May. The 35,000-plus-square-foot facility is located at 353 U.S. 41 East, and is an upgrade and expansion of an existing warehouse. Meanwhile, Pike’s 17,454-square-foot warehouse in Newberry will continue operations and serve its 66 retail accounts. Altogether, Pike employs more than 40 full-time employees at its three locations: Marquette, Newberry and Gladstone, with 13 employees at the new Marquette facility and 9 employees at Newberry, including three semi-divers. Pike’s employees enjoy good wages and benefits, including health care, profit sharing, 401 (k) and other benefits.

Pike is also active in the local community and actively participates in charitable, humanitarian and community events. In 2010, Pike spent \$16,000 on responsibility advertising and programming, as well as community giving and sponsorships in Newberry, including popular local programs such as Whitetails, the Turkey Federation, the Newberry Buck Pool and Predators Hunts.

Pike distributes beer, wine and other beverages through a system of regulations that emphasize accountability, consumer safety and choice. Pike serves nearly 400 retailers and customers in Marquette, Luce, Alger, Schoolcraft, Chippewa, Mackinac and Delta counties.

First established in 1937 by Mervin Pike, the business first began distributing Soo Brew, made in Sault Ste. Marie just 60 miles from Newberry. The company then began distributing Schmidt’s and Pfiesser’s beer, using one small truck. Today, Pike’s distributes Anheuser-Busch, Miller/Coors, Labatt and Pabst brands, craft beers such as Bell’s Beer and Keweenaw Brewing Co., wines from Gallo and other products, with a fleet of trucks and vans and a team of skilled, highly trained professional.

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