

# SEALED BID announces multiple successful sales!

SEALED BID is an M&A firm specializing in both *Accelerated and Confidential* sales of companies with revenues ranging from \$2 Million — \$35 Million Plus.



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*M&A for the lower mid-market*

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## The Assets of **Beer Central, Inc.**

(Steven Fischer Estate)



**Rice Lake, WI**

*have been acquired by*

## **Trausch Distributing Company**

Prairie du Chien & Tomah, WI

**General Beverage-Northwest, Inc. - Barron, WI**

**La Crosse Beverage, LLC - La Crosse, WI**

**Bill's Distributing, LTD - Menomonie, WI**

**Superior Beverages, LLC - Superior, WI**

*exclusive representation of Beer Central, Inc. by:*



Gerald R. Clark, Managing Officer

### THE SELLER

Beer Central, Inc., exclusively represented by SEALED BID, is a wholesale beverage distributor. The Company primarily distributes brands of Pabst Brewing Company along with numerous imported and specialty beers, soft drinks and water. The Company sells and services retailers in 10 counties marketing its products in grocery, liquor stores, C-stores, taverns and restaurants.

### THE PRIMARY BUYER

Trausch Distributing Company is a family held business with the same basic brand profile of Beer Central, Inc., plus the added strength of being a Coors Wholesaler.

### SEALED BID MARKETING, INCORPORATED ("SEALED BID") – M&A

Established in 1993, SEALED BID consists of a team of professionals located in Fairmont & Minneapolis, Minnesota; Boston, Massachusetts; and Waterloo, Canada. The SEALED BID team assists private, low to middle market businesses in evaluating and developing succession planning, and ultimately selling their companies or acquiring other companies.

*Mergers & Acquisitions ("M&A") for the lower mid-market*