

Go Ahead Craft Brewers... Overcome Barriers to Growth

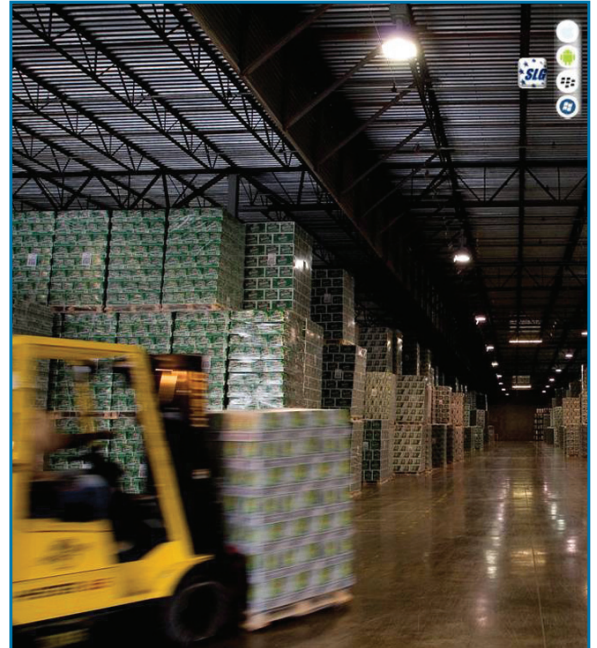
The demand for high quality craft brewed beers has exploded. The craft beer segment has significantly outpaced industry growth and surpassed five percent market share in 2011 with continued success forecasted in 2012. Due to this growth, many craft brewers are experiencing growing pains, especially when it comes to the proper design and execution of their supply chain.

This is the opportune time for craft breweries to start preparing their reach beyond local or state capabilities, and aim for an increased regional or national presence. When strategically planning for expansion of their distribution footprint, craft brewers are likely to have many questions about their supply chain network and capabilities such as: *How do I get my product to market on time, in perfect condition at the lowest cost possible? Who will transport it: the brewery, the distributor, a broker or an asset-based carrier? How do I know I am being charged accurately? How can I maintain visibility until it is delivered? How do I expand effectively: contract brewer, remote warehousing, and/or modal shifts?*

Since 1991, Satellite Logistics Group (SLG) has been dedicated to developing and providing the beer industry with supply chain solutions. In an effort to better assist craft brewers in responding to the explosive market demand and prepare for anticipated double-digit growth, the company provides Logi-

Trax®, a new approach to supply chain management for the beverage industry giving producers, importers and distributors the advantages of state-of-the-art technology, a national footprint of consolidation and distribution centers and industry expertise without the overhead.

By using Logi-Trax®, customers have access to a full-suite of transportation, ware-



housing and carrier services, all customizable to meet their specific needs including a mobile Transportation Management System (TMS). Application freight management services relieve customers from administrative burdens and enable improved resource utilization. Additionally, SLG provides vendor management services to improve performance, communications, and claims cycle time, with a collaborative management program that integrates a customer's carrier list with SLG's network of carriers to improve transportation capacity, lower transportation costs and reduce risks of supply-chain interruption.

“Craft brewers are in an optimal position to take advantage of the positive market reception that their products are receiving, and should be thinking strategically about the potential growth opportunities beyond their traditional borders for distribution,” said Kevin Brady, President of Houston-based Satellite Logistics Group. “With our LogiTrax® solution, the craft beer segment can be comfortable knowing they have a partner to rely on to help expand their geographical reach, increase supply chain efficiency, optimize supply chain costs and improve performance.”



Contact:
Jeff Sommers
VP of Business Development
Jeff.Sommers@slg.com
(877) 795-7540
www.slg.com