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Columbia Distributing Named "2015 Beer Wholesaler of the Year"

PORTLAND, Oregon (September 16, 2015) – Columbia Distributing today announced it has been named "2015 Beer Wholesaler of the Year" by the leading beverage business trends magazine *Market Watch*. The editorial staff selected Columbia Distributed for "its leadership in building the thriving craft beer market in the Northwest while continuing to serve its more traditional supplier and retailer partners," as printed in the September 2015 issue. Full text of the article can be found at <http://marketwatchmag.com/>.

Executive Editor David Fleming adds, "Columbia's success in developing its craft beer portfolio, in combination with the strong performance of its mainstay brands, has made the company one of the industry's hottest players."

Columbia's CEO Gregg Christianson expressed to *Market Watch* Contributing Editor Terri Allan his pride in how well the company is respected in the industry. "I'm proud of our senior leadership and the way our team has developed," he added.

Today, 80-year-old Columbia Distributing represents more than 100 beer and cider suppliers in Oregon and Washington and calls on more than 16,000 on- and off-premise retailers in the two states. The company's craft portfolio has grown exponentially in recent years thanks to the Columbia Distributing Specialty Sales Team. The division was created to work hands-on with smaller craft beer and import brands without their own marketing and sales operations.

Christiansen and his leadership team will be honored next month at *Market Watch's* "Hot Brands Awards Reception" as part of the National Beer Wholesalers Association (NBWA) Annual Convention in Las Vegas, Nevada.

About Columbia Distributing:

Columbia Distributing is one of the nation's finest beer, cider and non-alcoholic beverage distributors. Headquartered in Portland, Oregon, the company has been delivering the best-known brands in the beverage business since 1935. Today Columbia Distributing and its nearly 3,000 employees service over 20,000 retail customers covering more than 135,000 square miles in Oregon and Washington. The company's success is based on the deep-rooted tradition of delivering quality products, timely service and a genuine concern for customers' needs. More at coldist.com.