

**ASSOCIATED BEER  
DISTRIBUTORS  
OF ILLINOIS**

**Beer Distributors  
Local Independent Businesses**

**...delivering more  
Than Just Beer**

**Distributorship Profile**

**LRB Distributors, Inc.**

**1425 Franklin Grove Road  
Dixon, Illinois**

**Legislative District Location:**

House #90

Senate #45

Congressional #16

**Legislative Districts Serviced:**

House #71, 73, 74, 76, 89, 90

Senate #36, 37, 38, 45

Congressional #16, 17



## LRB Distributors, Inc.

### History:

LRB Distributors, Inc. was founded in 1956 by Louis R. Berrettini. He started the business due to Anheuser-Busch desiring a separation from the fruit and produce business that formerly distributed the Anheuser-Busch brands. The business began with just two brands, Budweiser and Michelob. Busch was then introduced in 1957.

Today, Anheuser-Busch remains the main supplier to LRB Distributors offering many domestic and imported brands. LRB Distributors also offers a number of brands from Craft brewers and nonalcoholic beverages from other suppliers.

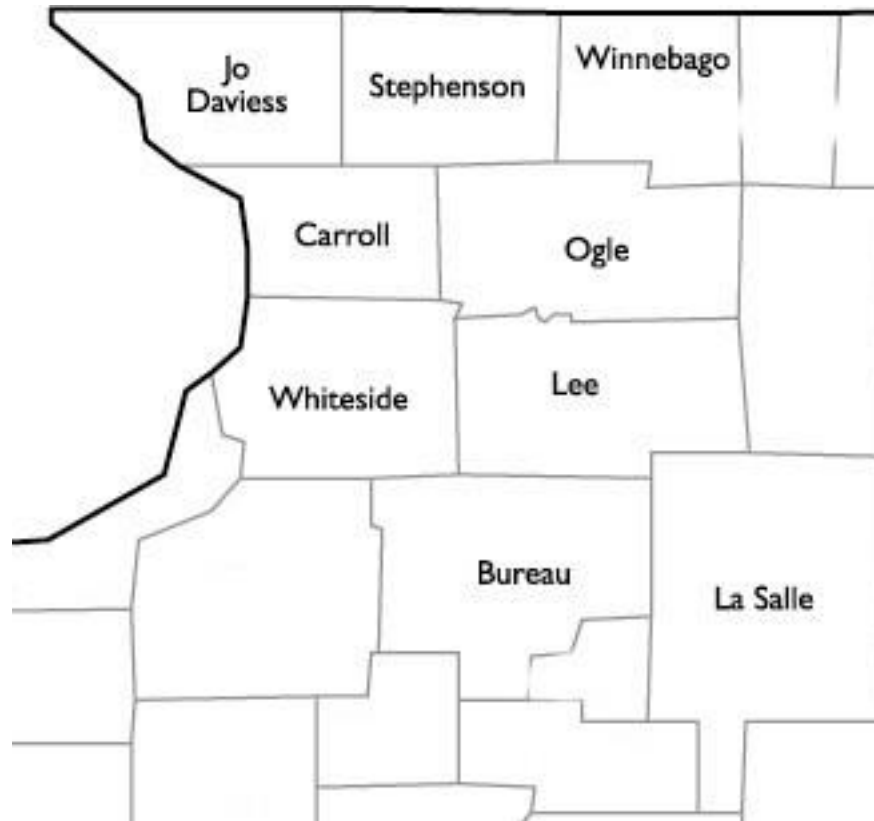
The business was located originally at 1217 East River Road in Dixon and was relocated to its current location, 1425 Franklin Grove Road in Dixon during 1975. LRB Distributors began with a staff of six people which has grown a staff of forty one.

Paul Berrettini, son of Louis, joined LRB Distributors in 1958. David Cain, grandson of Louis, joined the company in 1977. The company remains a family business owned by Paul Berrettini, Jane Berrettini, and David Cain.



**Accounts & Brands:**

LRB distributes 121 brands to 520 accounts located in Lee, Stephenson, and parts of Bureau, Carroll, JoDavies, LaSalle, Ogle, Whiteside, Winnebago Counties



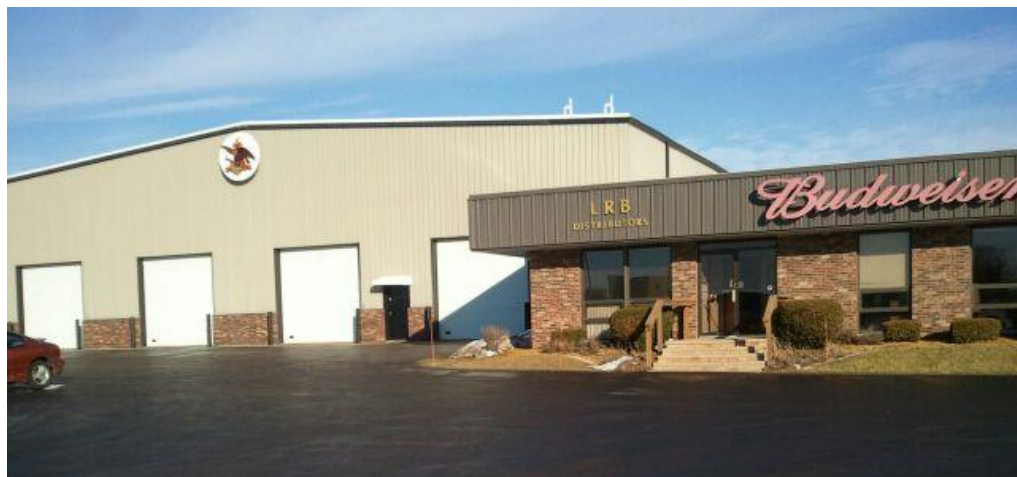
**Key Brands**

Anheuser Busch InBev Brands – Bud Light, Budweiser, Busch Light, Busch, Michelob Ultra

**Craft Brands**

Bell’s Brewery, Shiner, Bent River Brewing, Generations Brewing, Lena Brewing, Tighthead Brewing, The Church Street Brewery

Brands are built by merchandising, advertising, samplings, delivering, display, and offering industry information to retailers.



**Economic Impact:** Local purchases and employment = \$4 million annually.

**Employment:** LRB Distributors has 41 employees (12 Teamsters). They offer health benefits and a 401(k) pension program.

**Positions:**

Sales  
Delivery  
Warehouse  
Administrative

**Community Involvement:**

- Girl Scouts of America
- Chambers of Commerce
- Rotary Clubs
- Habitat for Humanity
- Industrial Development
- Lions Clubs
- Elks Clubs
- Dixon Petunia Festival
- Mendota Sweet Corn Festival
- Dixon River Front
- Dixon Main Street
- Shop with a Cop

**Greatest Satisfaction:** Satisfying customers and see employees excel.

**Greatest Frustration:** Waste

**Final Thought:**

David Cain – *It has been truly a blessing for me to be a part of this fine industry for nearly 38 years.*