



CORPORATE SPOTLIGHT

CAPITOL-HUSTING CO.

As a longtime corporate sponsor of the TLW, Milwaukee-based Capitol-Husting Co. has seen much change over the years. Jerry Zavorka, vice president of sales says, what hasn't changed is the company's commitment to supporting the TLW. He says this is essential to Capitol-Husting because TLW members and the organization's mission are an integral part of the company's business.

"TLW establishments are where consumers go to try products," Zavorka says. "When they then go into a liquor store and want to buy something, it's a full bottle, but for \$5 to \$7 a cup, they can try a product at a corner bar."

In markets outside of the Milwaukee area, TLW members will know Capitol-Husting as Allstate Liquor and Wine Company, its subsidiary. With a 10 percent increase in their sales force throughout the state they're able to offer more than 3,000 varieties of wine, beer and spirits. "This not only expanded our team in Milwaukee, but also in Madison, Green Bay and the Fox Valley area," he adds. In addition to sales professionals, he says the company has hired brand managers to help align the sales team with supplier opportunities.

A craft brand specialist has been added to the team as well with the goal of working with the growing craft business around the state and even in other states. "This position really allows us to tell the story of these distilleries, support our own sales force if they are out in the field, and get those stories to the craft bars who want to pour and offer some-

thing other than the national brands," Zavorka notes.

Zavorka says that patrons are demanding better-tasting cocktails and Capitol-Husting has stepped up to that challenge by offering high-quality spirits such as whiskeys, bourbons, brandies and gins to provide a "trade up" when customers order.

"Today people may be drinking a little bit less and higher quality; they're willing to spend a bit more," Zavorka explains. "One of the hottest brands right now in brandy is Copper & Kings from Kentucky. They actually age their brandy in old bourbon barrels. This is a way to upgrade a normal brandy."

The TLW Conventions have proven to be an ideal opportunity for Capitol-Husting to share new products and drink options with members. At the most recent one, a featured product was Gary's Old Fashioned mix, a local product from Freedom, Wisconsin, which has been popular and is available in original and orange flavors.

As a locally owned business in Wisconsin, Zavorka says Capitol-Husting continues to be owned by the Alevizos family, with 130 employees statewide. "They are involved in the business and are here to move it forward," he says.

One of the new initiatives with a focus on technology is Capitol-Husting's partnership with Liberation Distribution (LibDib), a California-based company that enables craft distillery product dis-

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tribution from craft distilleries nationwide. This service goes live in November 2018, and once the Web-based platform is open, TLW members can purchase unique products from around the country for their businesses.

"Let's say a TLW member went to Maine and fell in love with a distillery out there," Zavorka says. "If that distillery doesn't sell their product in Wisconsin, this company is the go-between to bring the product here."

LibDib handles invoicing, payments, reporting, compliance and taxes for these wholesale transactions and offers competitive shipping because of their lower margins, plus Capitol-Husting's longstanding distribution processes.

"Members can order through LibDib and then the product comes right on Capitol-Husting's trucks," he explains. "It's a cool process because there are so many distilleries and wineries out there, and it's tough for everybody to have access. We're excited about it!" TLW

CAPITOL-HUSTING COMPANY/ALLSTATE LIQUOR & WINE

12001 W. Carmen Ave., Milwaukee, WI 53225
414-353-1000 | capitol-husting.com