

BSG Acquisition of Crosby & Baker Ltd, April 29, 2011

Beverage Supply Group, distributor of winemaking ingredients to the North American Commercial Winemaking Industry, is pleased to announce the acquisition of Crosby and Baker Ltd.

Crosby and Baker started in 1968 as a home winemaking bookstore by Nancy Crosby and Patrick Baker. In 1988, Seth Schneider joined the business and acquired ownership in subsequent years.

Under Mr. Schneider's leadership the business grew to a staff of sixty and three locations: Westport MA, Atlanta GA and Salt Lake City UT.

The company services the home brewing, winemaking and craft brewing industries with a broad range of brewing and winemaking supplies to home brewing retail outlets.

Commenting on the deal, Ian L Ward, President of Brewers Supply Group, the parent company of Beverage Supply Group, said, "This is a great opportunity to expand our offering to our craft brewing and winemaking customers and to offer the Beverage Supply Group service experience to the Home Winemaking community. We look forward to welcoming our new colleagues, vendors and customers."

Ian L. Ward

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Beverage Supply Group