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## **Sprecher Brewing Acquires Excent LLC in Richfield** Purchase to assist with brewing company's aggressive growth strategy

GLENDALE, Wis. – Sprecher Brewing Company officials announced today they have acquired Excent LLC for an undisclosed price. The company operates a state-of-the-art, automated robotic production line for variety packaging and currently services Zoa Energy, Carbliss, Press and many more brands. It occupies a 128,000 square foot packing facility located at W210N12805 Gateway Xing, Richfield, WI 53076.

According to Sharad Chadha, CEO and president of Sprecher Brewing Company. “We are excited about this purchase because it fits with our vertical integration growth strategy in that it is giving us the additional capability for variety packaging. This type of packaging has exploded in growth in recent years, not only at club stores but also as a sampling vehicle for consumers. And, we are looking forward to being able to offer variety packs of our amazing Sprecher craft sodas in cans very soon.

“Another benefit of the acquisition is that it allowed us to get more warehouse space, as our headquarters’ warehouse space is at capacity.”

Excent employs 15 people, most of whom will become Sprecher employees.

Since Chadha and a small group of investors purchased Sprecher Brewing Company in 2020, the brewery has acquired six soda labels, including Ooh La Lemin on October 2; Chicago-based Green River, Black Bear, and Caruso; Olde Brooklyn; and WBC. These purchases have helped Sprecher introduce their own craft sodas and beers into new markets by being affiliated with local brands. Sprecher’s own craft beverages have experienced an average growth rate of 35 percent year over annually (CAGR) and sales have tripled.

Since 2020, Sprecher has experienced a 330% percent increase in distribution of its craft sodas and beers. Its beverages are now in more than 23,000 stores.

To account for this growth, the company upgraded its Glendale headquarters bottle line, added a new can line and additional warehouse in 2022.

Sprecher has also more than doubled its number of employees to 135 people and has gone from running less than one shift to running two shifts per week, (four days, 10 hours per day) to meet demand.

Sprecher Brewery takes pride in being an active part of the Greater Milwaukee community. From its Glendale headquarters just north of downtown Milwaukee, it brews more than 20 different craft sodas as well as 12 craft beers, including its world-famous, award-winning Sprecher Root Beer. Sprecher craft sodas are fire-brewed and made with locally-sourced honey to produce a unique bold flavor with antioxidants. All of Sprecher's products are placed in either glass bottles or aluminum cans which are 100 percent recyclable and part of the company's sustainability effort. Its craft sodas are now available in the majority of states across the country and at SprecherBrewery.com. For more information visit <https://sprecherbrewery.com/>