



Business

Yes, on the Mississippi Gulf Coast.

F.E.B. Distributing... 75 Years and Still Growing on the Gulf Coast

From a couple of employees and a single brand of beer brewed in New Orleans, F.E.B. Distributing on the Mississippi Gulf Coast has grown to 100 employees and now sells and delivers almost all of the top national brands in the United States, as well as many of the smaller microbrews that are now so popular. Add to that over 50 of the World's top imported beers.

This year begins F.E.B.'s 75th year as a beer distributor serving the Mississippi Gulf Coast. Founded in Gulfport on March 27, 1934 by Salvador J. Bertucci, the company signed its first contract to distribute Jax Beer of New Orleans. Many more brands and suppliers were soon to follow.

In 1946, Salvador's son, Frank, joined the business and helped guide its growth over the years. He is still involved as chairman of the board. Subsequently, Frank's two sons, Frank and Paul, joined the business and are now in charge of its daily operations, as well as guiding future growth. They were recently joined in the business by a member of the fourth generation, Frank's son Ryland.

In 1960, F.E.B. grew to a new level by acquiring the rights to the national brands of Miller Brewing Co. and also the country's leading import, Heineken.

Over the years, F.E.B. has won many honors from their suppliers for staying on the cutting edge of the rapidly changing beer distribution business. One of the most significant awards, the High Life Achievement Award, was presented in 2003 for overall excellence.

The most significant award came in 2006, when Frank Bertucci was chosen as the recipient of the prestigious "Miller Legends Award." This award has been presented to only a handful of people who have demonstrated a lifetime of excellence in the beer business. In addition, he received the National Beer Wholesalers Association's Lifetime Service Award in 2007.

In April 2000, after operating for 66 years in its original downtown Gulfport location, F.E.B. built a new "state-of-the-art" facility in the Intraplex area of the Industrial Seaway Complex. This new 75,000 square foot temperature controlled facility is equipped with the latest technology and safety features.

In 2008, F.E.B. bought the rights to several more of the top brands in the world, including Coors and Corona. This has prompted an expansion of an additional 10,000 square feet of storage space, along with the installation of a new, efficient racking system. Additional exterior improvements are underway.

From that first case in 1934, F.E.B. now sells well over two million cases of beer a year on the Mississippi Gulf Coast.



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