

Mims Distributing Company Announces Jennifer Balik As Its First Cicerone Certified Employee

Written by Australian Business

RALEIGH, NC, September 20, 2013 **/24-7PressRelease/** -- Mims Distributing Company, a beer distributor that services a nine-county area in and around the Triangle, has announced that Brand Development Manager Jennifer Balik has become the company's first Certified Cicerone employee. Achieving this prestigious level of certification in the beer industry designates professionals with proven expertise in selecting and serving a wide range of beers. Cicerones have an extensive and well-rounded knowledge of beer, beer service, beer quality assessment and identity of beers by taste.

There are three levels of Cicerones: Certified Beer Servers, Certified Cicerones and the top level of Master Cicerone . Balik becomes one of only about 900 Certified Cicerones worldwide. To date, only seven people have achieved the top level of Master Cicerone . An additional 27,000 have become Certified Beer Servers. While Cicerones do not keep an official tally of certifications by gender, Balik is known to be one of a small group of women Cicerones, leading the way for more women leaders in the beer industry.

Balik joined Mims Distributing in 2005 as an assistant promotion coordinator before becoming promotional sales manager at the end of 2006 when she handled the on-site and point-of-sale promotions of individual brands at on-premise licensed retailers, including bars and restaurants. In 2013, Balik was promoted to her present position, making her responsible for the overall brand development of Mims Distributing's growing portfolio of craft breweries, and working to grow their presence in the market and overall brand recognition among area beer drinkers.

She is currently a co-host of "Tales from the Cask" podcast. The podcast series hopes to educate beer novices and experts alike, bringing a behind-the-scenes look into the industry, all the way from brewing to sales, shipping and delivery. In each episode she works with CEO Chip Mims as host and craft brand manager Tony Walldroff to explore new topics in the world of beer and the beer industry as well as interviews with a wide variety of guests who are passionate about beer.

Prior to joining Mims Distributing, Balik worked in New York City managing event planning and logistics in the fashion industry.

QUOTES: "We are proud that Jennifer leads our employees in this prestigious certification. Her designation as a Certified Cicerone helps further our mission at Mims Distributing of having the top beer professionals in the industry," said Chip Mims, CEO. "As our first Certified Cicerone she will help our company achieve an even higher level of beer service for our customers. Jennifer has an immense amount of knowledge about the beer industry and her passion for it is evident in her work."

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NEW MEDIA CONTENT: Mims Distributing Facebook page:<http://www.facebook.com/MimsDistributing>

Mims Distributing Twitter account: <https://twitter.com/mimsdist>

Tales From The Cask podcast:<http://www.talesfromthecask.com/>

ABOUT MIMS DISTRIBUTING COMPANY:Established in 1964 and based in Raleigh, N.C., Mims Distributing Company provides domestic, import and craft beer brands to licensed retailers in nine central N.C. counties - Chatham, Durham, Franklin, Granville, Orange, Person, Vance, Wake and Warren. It is the area's distributor for all Miller brands, including Miller Lite, Miller High Life and Icehouse. Mims' imports include Newcastle Brown Ale, Dos Equis, Red Stripe, Palm, Rodenbach, and Sapporo. It handles such craftbrews such as Yuengling, Sam Adams, Sierra Nevada, Lagunitas, Magic Hat, Anchor and Narragansett. Mims also carries cider from Crispin and non-alcoholic Arizona Tea. In 2007, Mims received the prestigious High Life Achievement Award from Miller, which recognized its top distributors in the nation. That same year, Mims also won the Newbie of the Year Award from Magic Hat as its best new distributor. In 2009, Mims was awarded Magic Hat's Pouring Partner of the Year Award as its top distributor in the country. Active in the local community, Mims supports efforts such as the Walk for Hope, and the Frankie Lemmon School. For more information, visit <http://www.mimsdistributing.com>.