

Mims Distributing Company Installs State-Of-The-Art Cooler For Specialty Craft Brews

Written by Australian Business

RALEIGH, NC, September 28, 2013 **/24-7PressRelease/** -- Mims Distributing Company, a beer distributor that services a nine-county area in and around the Triangle, has announced the installation of a new 5,000 square foot high-tech cooler especially for craftbeers. The cooler, installed in Mims' warehouse, is part of the distributor's 144,000 square foot energy-efficient building on Ebenezer Church Road.

The cooler will keep specialty craft beers at approximately 50 degrees Fahrenheit. Chip Mims, CEO of Mims Distributing explains this will extend the shelf life of the hops because beer needs to be at a consistent cold temperature. Brands stored in the new refrigerator include Sam Adams, Sierra Nevada, Lagunitas, Bear Republic Brewing Company, Anchor Steam and Pilsner Urquell.

QUOTES: "Our brewer partners create the greatest beers in the world," said Chip Mims, CEO. "Many of them require constant low temperatures for packaged beer, and our new cooler will keep these brews as fresh as possible."

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page:<http://www.facebook.com/MimsDistributing>

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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>.