



the KEITH COUNTRY Eagle

Making friends since 1906

100th Anniversary Year

July 2006

40 Under 40 - John Pritchett



The Fort Worth Business Press recently honored forty of the biggest rising stars under the age of forty in its business community, and we are proud to have Fort Worth branch General Manager John Pritchett be listed among them. The issue highlighted each honoree's professional accolades and also gave some personal insight on who the person is:

favorite movies, idols and mentors and other personal interests.

John was nominated by a colleague from the Smith Music Group, which organizes the July 4th Willie Nelson Picnic. It is through John's tireless efforts within the community that Ben E. Keith Company continues to be a symbol of success and tradition for Fort Worth.

"This recognition says a lot more about what the community thinks about Ben E. Keith Company than it does about me," says Pritchett. "I am just the messenger of its goodwill and community support."

Fort Worth is home to many young successful professionals and we congratulate John Pritchett for his well-deserved recognition among them this year.

Katy Trail 5K Run



With a little over 3,000 race registrants and an extra 1,000 picnic attendees, the Michelob Ultra no. 8 Katy Trail 5K was a huge success. Another year of good racing, great food and, of course, cold crisp Michelob Ultra made for a great time. The event took place at Reverchon Park in Dallas where restaurants and eateries lined the park's perimeter to sample some favorites here in Dallas. This year the event raised more than \$75,000 to benefit the Katy Trail so that the community can continue to enjoy all it has to offer. If you missed this year's race, mark your calendars now for the 3rd Thursday in May 2007 – you won't want to miss it.

City Arts Festival



The Dallas City Arts Celebration entered its third year with a downtown arts festival the second weekend in June. The heat, while brutal, didn't stop the 30,000 plus in attendance who enjoyed outdoor performances, fine art displays, cooking demonstrations and free admission to some of Dallas' top museums.

Ben E. Keith Company New Logo



To celebrate Ben E. Keith Company's 100th anniversary, we're happy to roll-out a new look. As you may have noticed by now, our new logo has already started rolling down streets across the state of Texas on the doors of our delivery trucks and will soon appear on anything that comes from Ben E. Keith Company.

The new logo will be implemented by all divisions of the company, each recognized with its own color.

It's not every day that a company turns 100, and we couldn't have done it without the support of our hard-working employees, terrific retailers and the communities in which we all live and serve.

Clydesdales Visit Keith Country

The world-famous Budweiser Clydesdales have recently made a number of special appearances throughout Keith Country over the past few months. In April, they proudly marched in Kerr County's 150th Anniversary Celebration parade in Kerrville. In May, they also visited Abilene's



Western Heritage Days. This internationally recognized event is a four-day run of teams that compete in authentic ranch activities for the title of "the best working ranch." Activities during the annual event are designed to embody the essence of cowboy lifestyle and history. The draw for this event is great, and competitors and vendors look forward to the trip to Abilene every year. The Days' beneficiaries are the Expo Center of Taylor County and the Community Foundation of Abilene.



Also in May, the Clydesdales were popular visitors to the 22nd annual Grapevine Main Street Days. This event highlights the city's great attributes, and this year the theme showcased its adventurous side and natural resources. Festivities included an outdoor exhibition featuring demonstrations, education and interactive activities. The Clydesdales marched in the parade and made some stops along the way no doubt making new friends.

Calendar of Events

JULY

- 1 Concerts in the Garden with Ricky Skaggs (Fort Worth)
- 1-2 SDBA Drag Boat Races (Waco)
- 3 Willie Nelson Picnic in Carl's Corner (Waco)
- 4 City of Commerce Celebration & Fireworks (Commerce)
- 4 Willie Nelson's 33rd Annual 4th of July Picnic (Fort Worth)
- 6-8 41st Annual Ladonia Rodeo Frontier Days & Chuck Wagon Breakfast (Commerce)
- 13 Bud Light Maxim Enfocate (Dallas)
- 14-15 Boy's and Girl's Club Golf Tournament/Concert (Waco)
- 15 Night in Old Fredricksburg (Llano)
- 22 Taste of Palestine (Palestine)
- 22 Kenny Chesney at Pizza Hut Park (Denton)
- 27 Heart of Texas Horse Reigning (Waco)
- 29 Rock Stock 2006 (Waco)

AUGUST

- 9, 16, 23 3rd Annual Bud Light Concert Series in the Dallas West End (Dallas)
- 12-13 Lakefest in Marble Falls (Llano)
- 18-26 North Texas State Fair (Denton)
- 22-27 4th Annual Skinny's/Fina Open (Tight Lies Tournament) (Abilene)
- 25-27 Gillespie County Fair in Fredericksburg (Llano)
- 26 Margarita & Salsa Festival (Waco)

SEPTEMBER

- 1-3 Westfest in West (Waco)
- 2 FC Dallas Hispanic Heritage Night Post-Game Concert by Budweiser (Dallas)
- 2 Kendall County Fair in Boerne (Llano)
- 3 1st Annual Labor Day Bash with Cross Canadian Ragweed (Fort Worth)
- 3 Labor Day Latino Concert on Main Street (Fort Worth)
- 8 Palestine Chamber of Commerce Golf Tournament (Palestine)
- 9 University of North Texas Football Home Opener vs. SMU (Denton)
- 17 Alan Ross Pride Parade (Dallas)
- 22-24 Bois D' Arc Bash (Commerce)
- 23 Festival of America's Concert (Abilene)
- 24 Texas Rangers Baseball Closing Day (Fort Worth)
- 30-10/1 Fort Worth Alliance Air Show (Fort Worth)

OCTOBER

- 27-11/5 OUT Takes GLBT Film Festival (Dallas)
- 28 Oktoberfest (Palestine)

Playing it Safe This Summer



This summer our Commerce branch and 97.5 KLAK joined resources to promote water safety on Lake Texoma. Consumer awareness and water safety radio spots are broadcast live every weekend this summer, and the radio crew and branch employees are on the deck of the KLAK cruiser with PPG items and water safety tips for lake goers. Responsibility matters on land and water.

LULAC Mixer at Ben E. Keith Dallas



In March, Ben E. Keith Company hosted a mixer for the League of United Latin American Citizens (LULAC). LULAC representatives from the national, regional and local levels came together in the Dallas hospitality room to prepare for the organization's upcoming board elections. Rosa Rosales, center in green, attended to promote her candidacy for LULAC's National President.

State Rep Candidate Visits Abilene

State Representative Candidate Kevin Christian made a stop on the campaign trail at Ben E. Keith Beers in Abilene. Kevin, one of four candidates in the running for State Representative of District 71, met with employees to discuss issues in the Abilene area, including alcohol and beer excise taxes.



Assistant General Manager Michael Hernandez, State Rep. Candidate Kevin Christian and General Manager Mike Weber

Import Category Continues to Grow

Anheuser-Busch's agreement to become the U.S. importer of the upscale Grolsch traditional European beer brands became effective April 1, 2006. The iconic classic with the distinctive swing-top bottle has been added thus far to our Ben E. Keith Company distribution portfolio of brands within our Commerce, Llano and Palestine markets. Grolsch Premium Lager has a rich, balanced flavor and a distinctive taste, created over four centuries ago, that consumers worldwide value.





AHHH... SUMMER

Budweiser on the Grill - This is Your Beer

Budweiser Basting Sauces - It's a twist cap, but a different bottle. It's no secret that beer is not only popular in bars, but also very popular when paired with your favorite foods. Budweiser has a new twist to add to your favorite grilled dishes. Branded sauces including a basting, wing, barbecue and a signature beechwood smoked barbecue sauce are being created for master chefs and grill masters to enjoy. They are scheduled to hit select grocery store shelves on July 1, 2006, but you can also visit www.budshop.com to view the selection. Try out this salad recipe to compliment a chicken or steak dish:

Grilled Artichoke and Asparagus Salad

Yields 4 Portions

Ingredients:

- 12 Artichoke heart halves
- 1 Bunch asparagus spears
- 2 Yellow peppers, cut into strips
- 4 Ounces Budweiser Basting Sauce
- 4 Ounces Budweiser
- 1 Pint grape or cherry tomatoes, cut in half
- 2 Ounces Feta cheese, crumbled
- 1 Lemon (zest entire lemon peel)
- 2 Tablespoons herb vinaigrette dressing of your choosing



Procedure:

In a bowl combine the Budweiser Basting Sauce with the Budweiser. Add the artichoke hearts, asparagus spears and peppers and marinate for 30 minutes. Grill vegetables until tender, let cool.

Combine grilled vegetables, tomatoes, lemon zest and feta cheese with your favorite vinaigrette dressing for a tasty and interesting barbecue salad.



BACARDI SILVER Peach

Earlier this summer, BACARDI SILVER Peach started hitting store shelves across Keith Country. As the 10th new flavor to the BACARDI SILVER family, this is the first and only peach-flavored, clear malt beverage on the market. With summer and peach season in full swing, BACARDI SILVER Peach is a perfect fit for any summertime occasion.



Dyess Airforce Show



An estimated 40,000 people attended this year's air show at the Dyess Air Force Base in May. It was the first time in over five years that the Thunderbirds and Air Force elite aerial team made an appearance with daredevil demonstrations, including their famed diamond formation. Ben E. Keith Company was proud to be the beer sponsor where daredevil fans were on hand to beat the heat and enjoy ice cold Bud Light - *It's All Worth It.*

A Summer Quencher: Wheat Beer

Beer is the beverage of choice for many Texans. Whether it's pairing with food choices, sharing memories with friends or simply quenching your thirst in the summer heat, beer can provide you with a variety of brews to satisfy every pallet.

The New York Times columnist Eric Asimov uncovers a favorite brew for the beer drinker: Wheat beer. "It is the quintessential summer quencher," states Asimov in the July 12 edition of the national newspaper.

The key to making beer is, of course, with barley malt grain, but wheat beer production has also proven to generate a refreshing taste that fits any perfect beer occasion or food pairing. Wheat brew, otherwise known as a Hefeweizen, is good on the menu even after the summer season cools down. We suggest you try the Widmer Hefeweizen, an Anheuser-Busch alliance brand scheduled to hit the Texas shelves this fall, as well as our seasonal Spring Heat Spiced Wheat.



Abilene Hosts 2006 Texas HOG State Rally



Beating out San Antonio for the right to host this year's Texas HOG Bike Rally, Abilene welcomed an estimated 5,000 Harley-Davidson riders to the area in May 2006. For many it was a first-time to visit West Texas, and they enjoyed all it had to offer from the Grace Museum to other historic sites within the city limits. The Rally and scheduled events ran from a Thursday and ended at a Saturday live concert, headlined by recording group STYX.

Beer, America's Beverage



The National Beer Wholesalers Association (NBWA) legislative conference is an annual event in our nation's capital, and this year Ben E. Keith Company representatives were among the estimated 1,900 beer wholesalers nationwide who were welcomed on Capitol Hill. Leadership within our wholesaler took this opportunity to visit with our Texas Representatives and Senators where ideas, thoughts and concerns were voiced.

As a wholesaler, our efforts involve securing what's best for our industry and ultimately our community. We would like to thank those who took time out of their busy schedules to visit with us, and we appreciate all you do to support our industry efforts as well as taking an interest in what is best for our communities.



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