



Bernick's
Beverage Options Ebook



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Our Story

About Bernick's



History

Over 100 years ago Charles Bernick and his wife Elizabeth bought a tiny soda pop bottling operation in St. Cloud, MN. When they started out, they had just 200 empty soda pop cases and each bottle was filled one at a time on a “crown cork and seal” filling machine. The freshly made carbonated soda was delivered to customers as far as 30 miles away with a horse and wagon or sleigh.

Business for Bernick's picked up in 1925 and into the 30s. Charles and Elizabeth's business increased production by working with a variety of brands and made their way into the beer business as well. The 40s, 50s, and 60s brought new partnerships, increased growth, new team members, and exciting efficiencies. The 80s and 90s brought new innovation, as well as continued expansion. By the year 2000, Bernick's reached a milestone of serving one million customers, and counting.





Bernick's Today

Today, Bernick's is the nation's seventh-largest independent Pepsi franchise. Our footprint extends to include central Minnesota, northern Minnesota, and northwestern Wisconsin with six locations. Our company distributes imported and domestic beer, craft beer, alternative beverages, grocery items, and paper products – as well as a full line of soft drinks, water, juice, coffee, tea, and sports and energy drinks.

Our team is made up of more than 550 passionate individuals with a fleet of almost 400 vehicles. Bernick's continues as family-owned, operated by fourth and fifth generations, and supported by the active participation of team members. Bernick's is proud to be a respected industry leader through exceptional service to over 10,000 customers and 4.5 million consumers.



The Bernick's Difference



At Bernick's, we don't just focus on success; success is merely a byproduct of our strong team, commitment to service, and focus on relationships. Over the years, we've made it our mission to be a preferred partner in our industry by following the clear path of our values: building long-term relationships with our team members and customers, being involved in our communities, and continually striving for excellence in every way possible.



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The Big Four

What sets us apart? Our brand loyalty, team loyalty, family-owned loyalty, and community loyalty. Here's how these areas of focus have contributed to our century-plus of service and success.



Brand Loyalty

We don't just love our Bernick's brands during the workweek or office hours. We love them when we're at home, out in the community, and with our families and friends. We're proud of our products, and we're not afraid to show it. Our quality portfolio includes top-notch national brands with plenty of consumer loyalty as well as dominant local brands representing Minnesota and Wisconsin.



Team Loyalty

When you enjoy who you work with, it makes every aspect of business better. You're more likely to work as a team, act with integrity, and respect the value that each person brings to the table. At Bernick's, our team feels like family. Our customer experience-based service model is executed by our committed team members who focus on satisfaction and happiness.



Family-Owned Loyalty

As a family-owned business, we're more invested and committed to our team members, our customers, and the communities we serve because we're focused on our collective long-term success. Our predecessors have left our team quite the legacy, and it's our honor to continue to build a better brand in its name.



Community Loyalty

Our communities directly contribute to our success. In order to be a successful company, it's up to us to help sustain a strong and healthy community. We take pride in giving back to the communities we serve, and do that by investing time, talent, and resources right where we live, work, and play.

We also have a commitment to the environment and to responsible use, and support both causes through training, education, community involvement, and promotion.



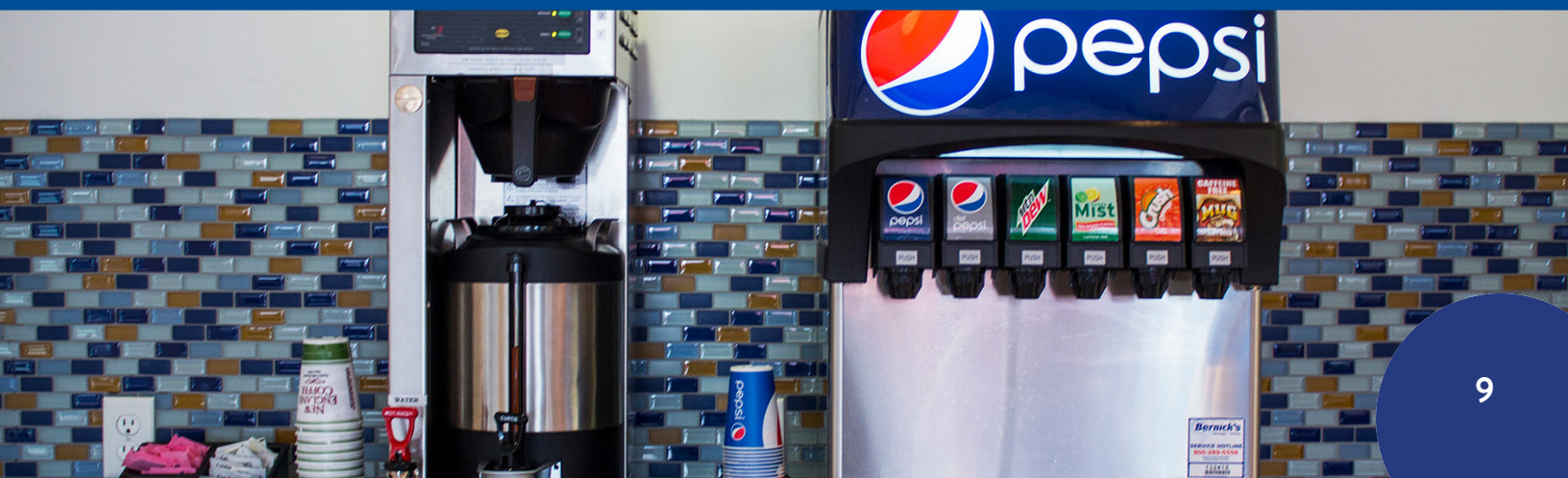
Why Beverages
Matter

In many businesses today, both large and small, owners and managers have the opportunity to do little ‘extras’ to go above and beyond for their visitors: offer reading materials, hang TVs, provide comfortable furniture. Among the growing list of ways you can make customers, clients, and guests more comfortable is offering them a beverage. But why take this extra step?

The Experience Itself

The generations have shifted, and today’s millennials have replaced baby boomers as the most prevalent living generation. This means workplaces, retail centers, recreation industry, and service organizations are not only full of a millennial-based workforce, but that generation also comprises the majority of today’s consumer base. And, today’s consumers place value on experience.

In a 2016 article by Forbes, Jeff Fromm stated that creating valuable, customized experiences for consumers is the key to drive growth. What that means in today’s fast-paced, highly-connected world is that while consumers are still interested in food and beverage brands, it’s less about consumption and more about the experience of consuming. That means beverages are important and the offering of beverages to customers, guests, and employees is more important than ever before.





According to an independent study recently conducted by Keurig, 80 percent of individuals who have spent time in a waiting room felt more comfortable in the environment when offered a beverage. 80 percent - pretty powerful, isn't it?

In that vein, think of the first impression you're giving your guests in the element of hospitality. If you had the opportunity to make just one customer's experience more enjoyable, wouldn't you take it? We sure think it's worth it. By simply providing a beverage (soda, coffee, tea, water, whatever it is) you can greatly improve the overall experience visitors have in your space. When waiting is unavoidable, it sure is nice to be comfortable. Best of all, you have the power to ensure that comfort.

Retail stores across the nation have begun to add beverages to their list of store amenities to appeal to that in-store experience consumers just can't have when shopping online. If you're a store owner or manager, wouldn't it be nice to encourage your visitors to sip, see, shop, and then turn into regular customers? The marketplace is changing and even a six-ounce glass of soda, premium water, or juice can make a big impact.



Boost Morale

The luxury of providing beverages isn't just for your customers anymore. There are many different beverage amenity offerings that can be incorporated into your everyday office or workspace as well.

In 2015, Peapod – a grocery delivery service – conducted research with a survey to highlight employee contentment. It revealed that companies that provide complimentary food and beverage regularly to employees have happier team members than companies that don't. It should come as no surprise that of the surveyed, millennials ranked accessible food and beverage at work as one of the highest priorities. And, millennials make up the majority of the workforce now, so ... food (and beverage!) for thought.

You want your employees to be happy at work, enjoy their environment, and feel appreciated, right? Consider it, for a moment: allowing your employees to get a hot cup of coffee, an ice cold glass of premium water, or a fresh soft drink as they please. Not only can those perks provide a great sense of comfort in the workplace, but they also allow employees to stay productive and refreshed as the day goes on. Regardless of what type of beverage you choose to offer, it's clear that having the little 'extras' can make a big difference, and not just to visitors and customers, but to employees too.



**GET BERNICKS PRODUCTS
IN YOUR BUSINESS**





**What to Offer and
Why**

Today's consumers want healthier refreshments, variety, and convenience. We've got you covered on all three. When you decide the time is right to offer beverages to your guests and customers, or even your employees, you may be overwhelmed or surprised to find that your choices extend past the most basic beverage options of coffee, soda, and water. At Bernick's, we understand each business has individual and unique needs. Lucky for you, we have an impressive lineup of beverage options to tailor services to each and every need.



Soft Drinks & Crafted Soda

There's something soothing about sitting and sipping on your favorite ice-cold soda, isn't there? A lot of soda consumption is about the comfort of routine and habit, whether it's an early morning kick, or a 3pm slump-buster to power through the rest of the workday. Not only do some sodas contain caffeine, giving your customers and employees an extra 'boost', they can also help refresh and rehydrate.

Fountain Soft Drinks

At Bernick's, we often say that soda fountains are a unique science. A variety of elements play into the perfect glass of soda, like syrup, CO₂, temperature, and cleanliness. This is why we have a team of soda fountain experts ready to discuss custom fountain programs, signage, supplies and even 24/7 fountain fixes and repairs.

Bottled Soft Drinks

From all-time favorite bottled soda brands to emerging flavors and zero sugar alternatives, Bernick's boasts a comprehensive soft drink selection suitable to every consumer. But don't let this large portfolio overwhelm you. Our team of soda experts will help craft a collection of grab-and-go bottles that satisfy everyone's soft drink preferences.



Coffee: Hot & Iced

Coffee. What an international powerhouse. No matter where your location is situated, you can look in all four directions and likely spot a familiar coffeehouse – or at the very least – a convenience store with a stellar coffee bar offering. The coffee industry in the U.S. alone is a \$32 billion revenue giant. You might be patting yourself on the back, proud that you offer coffee in your locations. Yes, that’s a start. But – are you offering the right coffee to your customers and consumers?

The Specialty Coffee Association of America states that the majority of coffee consumed is specialty coffee, and defines it as premium or high-end coffee that:

Has unique characteristics

Showcases beans from specific regions of the world

Features distinctive tastes

Coffee is no longer merely a caffeine delivery system given its popularity and “experientialism” effect. Yet, caffeine helps people feel more alert, boosts mental and physical performance, and can even elevate mood.



Steaming hot coffee isn’t the only way people take their brews these days. Ready-to-drink (RTD) coffee beverages are the largest growing beverage format on the market. And don’t forget the extra ice! Cold brewing, a method of brewing coffee over a long period of time without heat, is a popular alternative to sipping hot coffee.

At Bernick’s, we know that good coffee and good culture go hand-in-hand, so that’s why we collaborate with some of the industry’s best brands to bring you an expansive list of offerings. Here are just some of the many different coffee options we offer:

- Starbucks
- Duluth Coffee Company
- Caribou Coffee
- New England Coffee

Tea: Hot & Iced

If coffee is the world's drink, tea is its oldest. And, what's old is new again when considering this antioxidant knockout. On any given day, 158 million Americans are drinking tea. You're safe to assume adding it to your beverage lineup is a homerun. Millennials are again the most likely to consume the beverage.

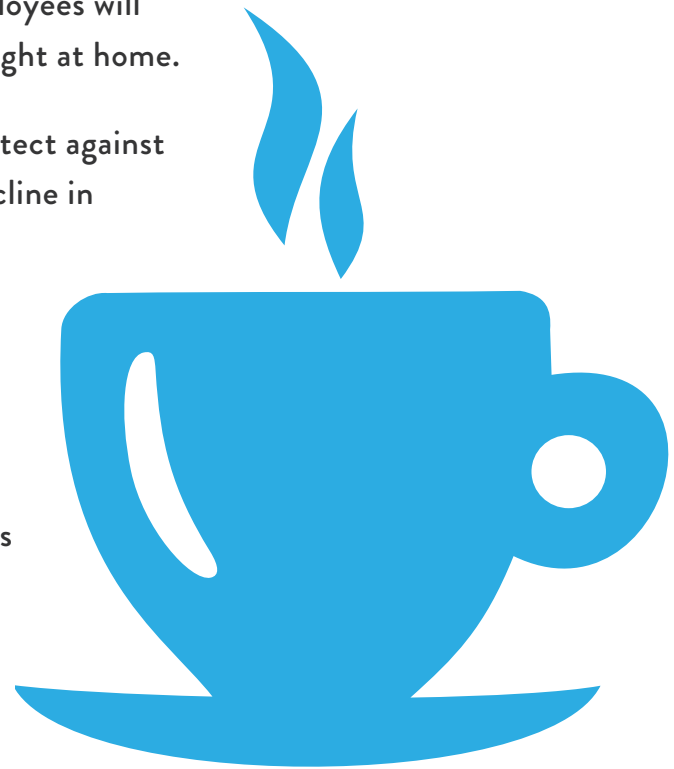
Over the years, RTD tea has grown more than 15 fold and its industry pushes \$5.5 billion in revenue. Herbal teas, loose leaf tea, and tea-based specialty drinks continue to add to the category's heft and ... is there anything more soothing than a cup of tea? Consider how your guests or employees will feel when offered a cup or glass of tea. They'll feel right at home.

Many different teas are rich in antioxidants that protect against heart disease, osteoporosis, cancer, and even the decline in memory. Studies also show that tea can help people maintain a healthy body weight.

In a fast-paced world, it might take some coaxing or encouraging to slow down, but adding hot coffee and tea to your beverage options is a surefire way to support the movement. Think about the time it takes to prepare and consume a hot beverage – now think about the impact that gesture will have on the people you serve. Hot drinks give you the ability to really go above and beyond when it comes to beverages. Offering coffee or tea to guests adds another dimension of comfort and service to visitors.

Bernick's has coffee and tea specialists on staff that can see to it that your space is equipped with just the right machines (Whether hot, cold, or both) and flavors to satisfy every individual. Here are some of the tea options we offer to ensure you have the beverages you need to keep guests warm and cozy or cool and caffeinated:

- Lipton
- Brisk
- Snapple
- Pure Leaf
- AriZona



Water

Water. This is a no-brainer. Water is a vital nutrient for healthy bodies. Studies show that the average adult needs roughly 8 to 16 glasses of water per day. As humans, we naturally lose water and fluids throughout the day from breathing, perspiration, and digestion. We must continually replenish that water to keep healthy, happy, and functioning. Make now the time to upgrade your water offerings to continue to appeal to not only

its natural goodness, but to consumers who demand clean and healthier options more than ever.



Still Water

The benefits of drinking water, as well as having it readily available, can go on and on. Not only does drinking water help fuel muscles, promote kidney function, and balance bodily fluids, it also boosts productivity, helps minimize fatigue, and can improve your mood. A small study conducted by the Journal of Nutrition shows that drinking more water can improve your mood and cognitive function. Not only is water better for you, consumers continue to clamor to the brands with stories about purpose, ingredients, and function. It's about so much more than hydrogen and oxygen in today's world.

Sparkling Water

According to LiveStrong.com, specific types of sparkling (or carbonated) waters “promote health benefits including hydration and weight loss.” Sparkling water can help increase hydration, and is often a healthy, enjoyable option for those trying to consume more water. The sparkling water category has recently become America's sweetheart, and it has enjoyed a healthy double-digit growth for the past five years consistently. Remember when ordering an ice-water with lemon was the extent of the water game? We've come a long way since thanks to our fizzy friend. The question really isn't do I add sparkling water to my offerings? But more of just what and how much? We can help.

When it comes to choosing the best, most delicious and hydration-packed water, Bernick's has what you're looking for. From still, to sparkling, to flavored, to enhanced, even fountain water - there's something for each and every preference. If you're trying to decide what is best for your employees or guests make sure to explore all your options.

Energy Drinks

The desire for energy and fueling continues to grow as the world continues to demand more of its inhabitants. As consumers, especially the very important millennial generation, continue to strive for experience and living intentionally, the call for the beverages to support that mission will also swell. Relying on natural protein for endurance and plant-sourced caffeine for alertness make energy drinks an easy, accessible choice.

Energy drinks are great for just that - energy! According to Health Research Funding, energy drinks can help sharpen an individual's alertness and boost energy.

The Australian Institute of Sports Nutrition states that the carbs found in energy drinks can help replenish energy stores, which can potentially lead to increased energy and performance.

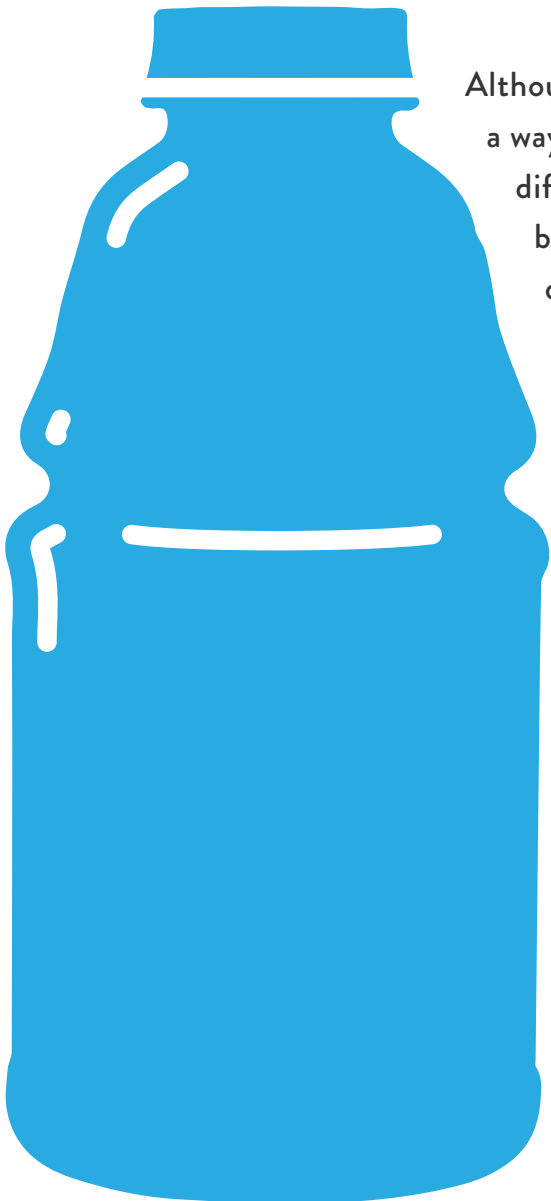
Meaning, they help to improve myocardial functions. Not only are energy drinks a quick boost when they're needed, they're also fast and efficient for those who are continually on-the-go.

There are many different types of energy drinks available. From natural caffeine, to energy shots, to a typical canned beverage, there are several ways you can help provide a jolt of energy that may be needed.



Sports Drinks

The global sports nutrition market is on pace to register \$45 billion in revenue by 2022 according to the Zion Market Research Company. Sports nutrition is referred to as “the consumption of nutrients such as vitamins, minerals, supplements, and organic substances that are comprised of carbs, proteins, and fats.” The intended purpose of a sports drink is to improve overall health performance and aid in muscle growth. And, because health and wellness is such a giant industry as well as a large interest of so many individuals today, sports drinks don’t need a celebrity spokesperson to sell them anymore. Be Like Mike can now be considered Be Like Dave, Sarah, Eric, Kendra ... whatever YOUR name is!



Although you may associate sports drinks with a workout or a way to boost electrolytes when you’re ill, there are many different instances when individuals might reach for a bottle of their favorite sports drink. Not only are sports drinks delicious and easy to drink, they also offer various health benefits. Drinking a sports drink is...

“ *One of the easiest ways to restore your electrolyte balance, especially when it comes to sodium and potassium.* ”

...according to LiveStrong.com. Sports drinks don’t just come in standard flavors or styles anymore. There are protein enhanced, women’s-specific, vitamin loaded, and electrolyte-loaded options to choose from. When you’re looking to offer a sports drink, Bernick’s can offer a multitude of choices that are delicious, healthy, and sure to hydrate people in the game ... or home, studio, classroom ... wherever!

Juices & Probiotics

The juice game is strong – and it's not your mom's OJ anymore.

(Although a cold glass of orange juice can be paired perfectly with pancakes and bacon, juice can be enjoyed at all times of the day, by all ages.)

Fruit drinks and juices saw a healthy double-digit growth in 2016 thanks to consumers' demand for functional foods, beverages, and supplements. The convenient access to healthy juice is something consumers are willing to pay for based on quality. Juices on today's market offer:

Energy Healthy Skin Gut Health
Mind Clarity Detoxification

Consuming juice is one of the best ways to get nutrients into your body and avoid deficiencies. According to Healthy Eating, juice can also help regulate your digestive system in assisting your stomach, intestines, and kidneys cleanse naturally. Because of the antioxidants present in juices, you can help combat fatigue. With the added vitamin C in many juices, your immune system will be given an extra boost, while you enjoy a tasty drink.

A relative newcomer, probiotic-based beverages have also helped fortify the juice market in a big way. In 2016, probiotics were a \$16 billion industry with nearly four million adults in the U.S. consuming some form of probiotics. The microorganisms found in the beverages have a bevy of health benefits to help bodies function properly and promote a healthy gut.

Whether you want to offer fresh lemonade on a hot summer day, provide sparkling juice, provide health in a bottle, or offer a range of fruit drinks, we can help. At Bernick's, we carry over 25 different juices to choose from that are sure to leave you, your employees, and your customers refreshed every time.





**Your All-In-One
Supplier**

LIGHTSPEED
(678) 287-7117

Excellent service is just the first quality you look for in a great distributor. But, excellent service on its own won't help you grow your business and profits, especially if that service is provided by a staff that isn't familiar with the industry or your needs. You need service to come from on-staff experts who provide quality advice and consultation for your business and truly acts as your partner.

When it comes to having beverage options in the workplace, it doesn't just mean choosing what drink you'd like to offer. There are also cups, straws, lids, machines, and products to manage. Juggling various distributors and equipment partners can be frustrating at even the best of times and downright infuriating at the worst of times. Your people (not to mention you) deserve better than that.

Even if you have an individual staff member who is committed to maintaining supplier relationships, it may only minimize the frustrations and doesn't necessarily mean that your expenses won't increase. A better solution to managing partners may be to simply decrease your number of them altogether. It is possible to decrease the number of partners to a single entity by finding an all-in-one partner, like Bernick's. An all-in-one partner can act as a distributor, equipment supplier, maintenance contact, and service provider - all at the same time.



**TALK WITH A
SUPPLIES SPECIALIST**





Efficiency Made Easy

When you decide to streamline efficiencies and work with an all-in-one partner, you will have one single relationship to maintain. Because you are only dealing with a single company, (and likely an individual representative) you only need to devote your time and energy to that single partner. Ultimately, this has the power to optimize efficiency for your business and save you time. When you coordinate multiple distributors and suppliers, it usually means numerous delivery schedules.

As an all-in-one partner, Bernick's solves this problem by working with you to schedule all deliveries as efficiently as possible. Once your representative is familiar with your needs and your business, we can proactively set up a delivery and supply plan that keeps you stocked at all times, as well as proactively plan to avoid out-of-stock issues.



Gain A Business Partner

This is also the kind of relationship that continues to grow and strengthen over time. A knowledgeable Bernick’s representative commits time and effort to truly learn the ins and outs of your business, assess your specific needs, and pinpoint the needs of business services based on your desires. All of this allows our team members to really live up to the word “partner.” Once your representative gets to know your business thoroughly, they can provide valuable advice and other beneficial services.



TALK WITH A HOT
BEVERAGE SPECIALIST





Minimize Expense When Possible

In terms of saving time and increasing efficiency, you can in turn save money by dealing with one business for distribution, supply, and maintenance needs. More importantly, you can also save money directly. Overall, your business will pay less on delivery because you're receiving deliveries from a single business.

When you choose to partner with Bernick's and streamline your distributing, equipment, and products into a single partner, you'll optimize efficiency, gain a business partner, decrease unnecessary costs, and eliminate multiple contacts to manage and maintain. All of these things can directly allow your business to be a successful one that satisfies each and every customer and employee.



“Aside from traditional vending options and solutions, Bernick’s provides New Flyer with water and ice machines, plus Gatorade and other electrolyte beverages on fountain on our production floor in accordance with OSHA’s Heat Stress Prevention Program. We have a dedication for keeping our employees safe during the hot months, and Bernick’s is able to provide that solution for us. Dale is definitely top-notch; he works very hard on Bernick’s behalf to meet the needs of his customers. He makes sure all our needs are met, and proactively, too. If we know we’re expecting the temps to rise in the upcoming days, he makes sure our Heat Stress stations are stocked and ready. Bernick’s is always so responsive to our needs, and I have the utmost respect for Dale and his service capabilities.”

- BRENT BROCKMAN
Director of HR, New Flyer



Summary

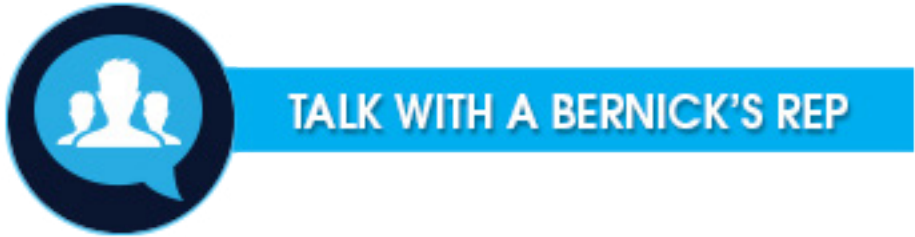


From the time you place an order until the time it is filled, Bernick's is dedicated to providing superior service to every customer, every time. Our clients' needs are always our first priority. As a family-owned business, we are committed to providing our team members, clients, and community with outstanding service and unmatched value.

We are proud to be a strong, reliable partner for other businesses in our communities. At Bernick's we are always pleased to continually receive positive feedback from our clients that our team members are not only experts, but are highly trusted and commended for their outstanding service and commitment to exceeding expectations.



When you choose to provide beverage options with Bernick's, you can rest easy knowing you'll have top-of-the-line products and service. We are committed to ensuring on-time deliveries and will always give you warning if circumstances outside of our control will prevent us from keeping to our schedule. We are in continuous communication with customers, so that you are always satisfied. We strive to understand our customers' current needs, as well as how we can provide better service in the future.



With Bernick's, you are so much more than just a number; you are a valued business and individual.

Share this Ebook

