



Switchback Brewing Company opened in 2002 with only one distributor, Baker Distributing Company of Colchester, VT. The brewery was literally a one man operation; where I literally performed every function of the brewery from brewing, packaging, cleaning, office paperwork, and sales and promotional work. By using Baker Distributing, Switchback had a distributor sales staff to handle day to day orders and education of the retailers about the beer as well as the obvious role of delivering the beer. The only items Baker required were tap markers. I remember David being pleased that Switchback at least had a truck dock so kegs would not have to be loaded onto the trucks one by one by hand. I was not able to give much sales support.

As a result of appointing Baker Distributing our wholesaler, the first month's sales far exceeded expectations. This is because the sales staff gave the beer a cohesive, immediate launch, landing many more placements in bars and restaurants than is possible alone. With this base of sales the brand got exposure and slowly started to catch on. Over the years Switchback has continued to rely on Baker Distributing to help with the brand's growth by discussing strategies and approaches that will best work in Vermont. In the early years, Baker often spent promotional dollars on behalf of the Switchback brand, allowing Switchback to focus its limited financial resources on increasing production capacity. In this way both companies were investing in the brand's success to the benefit of both companies. Our experience with Baker Distributing has been as a true partnership, working toward a common goal.

Working with Baker Distributing has been a positive experience for me and Switchback Brewing Company. The company has grown to support 30 workers and their families and is now 100% employee-owned with the motto "Vermont Owned Forever!"

Bill Cherry
Switchback Brewing Company
President/Founder/Brewmaster