

River Barrel Distributing Adds International Brands to Its Lineup

A partnership with Global Beer Network will bring even more options to Western Washington

In just three years, River Barrel Distributing has brought on 17 different Oregon and Washington craft beverage brands. Now, the company is excited to announce it will be taking its brand list international and will be adding a variety of beers from Belgium, Austria, Ireland, and Germany to its Western Washington distribution territory.

River Barrel recently partnered with Global Beer Network, an importer of brands including Stiegl, De Brabandere Browerij, Van Steenberge Browerij, Sullivan's Brewing Company, Flensburger Brauerei, and Boon Brouwerij. The partnership comes after the dismantling of Corwin Beverage Company, a Washington distributor that decided to exit the industry in March after 82 years of operation. Corwin sold its non-alcoholic distribution portion to long-time partner PepsiCo and left behind its alcoholic distributors, Browar Polksa and Kendall's Pioneer.

"Global Beer is extremely excited to share our passion for our brands with the like-minded members of The River Barrel Team," says Jay Farias, GBN's PNW Regional Sales Manager. "Our brands are the embodiment of the place and culture from which they're born. River Barrel is the perfect partner to join us in connecting our breweries with the bars, restaurants and retailers across Western Washington. Our philosophies are aligned."

The partnership gives River Barrel the opportunity to showcase and share the histories of European breweries that have been around for hundreds of years.

"We're honored to announce that we're partnering with Global Beer Network to carry some of their amazing portfolio of imported breweries," says Joe Cohen, River Barrel Distributing's Sales Manager. "This marks a significant milestone for River Barrel as we expand our offerings to include some of the finest beers from around the world."

Some of GBN's top-selling beverages include Stiegl's lagers and fruited Radlers, which are perfect for the upcoming summer season, as well as the popular Bavik Super Pils and Bavik Super Wit from De Brabandere.

River Barrel Distributing serves the Western Washington counties of King, Pierce, Thurston, Lewis, Snohomish, Kitsap, and Chelan.