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Acquisition Overview

February 1999

In today's environment of semi-forced consolidations, outside, objective, knowledgeable assistance can prove vital for wholesalers to protect their substantial life-long investment.

Whether you are buying, selling or merging with another wholesaler; buying or selling individual brands or gaining supplier approvals, IBG has the experience and broad-based industry knowledge that is necessary to help you complete this transaction. Our established wholesale and supplier relationships can help you navigate and expedite what has become a difficult and fluid process to a successful conclusion.

IBG is a full-service consulting firm specializing in consulting for the beverage industry since 1988. Among the services we offer are: converting to Impact Selling Systems, Retail Audits, Retailization™, Pay-for-Performance Compensation Systems and Sharing Resources. Due to the increase in wholesaler consolidations, which are taking place more frequently, we also offer the following:

Business Valuations

Many of you have a need to determine an independent and accurate value of your business. Often millions of dollars are at stake. Having a dependable, experienced and established valuation firm is essential.

Being familiar with industry policies and procedures as well as state and federal laws and guidelines allows IBG to cut through time consuming issues others may be unfamiliar with. In other words, there is no learning curve. We have performed many valuations for wholesalers of all brands and can provide an accurate value at a reasonable and competitive cost to you.

Whether your purpose is tax or estate planning, restructuring a loan, buying or selling all or part of a business, IBG can provide a fair determination of the value of your business.

Our client list includes not only wholesalers, but breweries, legal firms and banks as well.

Mergers and Acquisitions

Negotiating the sale, purchase or merger of a distributorship can be a complicated and always tedious process. By retaining IBG, you benefit from experience gained in selling and merging distributorships throughout the country. We are well known for the professional and complete service we give our clients. With our extensive industry experience and many contacts, we are able to negotiate through the many obstacles that can frequently derail the process. We assist you from the beginning of the process until your check clears or we do not get paid. Suppliers, buyers and sellers – all recommend our services.

During the past 12 months, IBG has successfully negotiated the following:

Location	Status
Northwest	Closed
Southeast	Closed
Mid Atlantic	Pending – Closing date set
Midwest	Closed
Midwest	Pending – Closing date set



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The above represents some \$55 million paid to our clients.

The bottom line is IBG gets the deal done. As a strong advocate for our clients, we remain intensively involved throughout the process – from valuation through closing.

Many firms are staffed exclusively with accountants with little, if any, background in the industry. At IBG, we know the ins and outs of the many unique hidden agendas of the beverage business. We sell your business – we do not simply present the numbers.

Our buy/sell/merger professionals have many years' experience at both the wholesale and supplier levels.

<i>Joe E. Thompson</i>	<i>Todd Arnold</i>
<ul style="list-style-type: none"> ■ Anheuser Busch Wholesaler – 9 years ■ Coca Cola USA – 3 years ■ Coors Brewing Company – 6 years ■ Independent Beverage Group – 11 years 	<ul style="list-style-type: none"> ■ Touch Ross & Co. – 4 years ■ Coors Brewing Company – 9 years ■ Independent Beverage Group – 9 years

Our valuation fees are extremely reasonable, and the quality and accuracy of our work has been tested. We never charge a client for a buy/sell/merge transaction unless the business action closes. That's right – if you don't close you don't pay. We know of no other firm that will make that statement. We are confident in our ability to complete the process.

If you are interested in finding out more about any of IBG's services contact us at the addresses below. As always, we would be happy to provide references upon request.

If you would like to discuss how IBG may be of service to your organization, please contact us using any of the following: Phone: Toll free (888) 354-0066 or (843) 681-6333 Fax: (843) 681-6332, E-Mail: ibg@hargray.com.

Joe E. Thompson

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