

ROK Stars sign distribution agreement with statewide beverage company for ABK Bavarian Beer covering southern California

Monday 25 January, 2016

ROK Stars, the consumer products and environmental technologies development company founded by John Paul DeJoria and Jonathan Kendrick, has announced its ROK Drinks division has signed a multi-year agreement with leading California distributor, Statewide Beverage Company, for the distribution of ABK Beer in Southern California.

The agreement will begin with immediate effect.

ROK Stars acquired the majority interest in the 700 year old Aktien Brauerei in Kaufbeuren, Bavaria in May 2013 and has since re-designed and re-packaged a range of its beers for international export.

Commenting, Jonathan Kendrick, Chairman of ROK Stars said *"We are delighted to be working with the team at Statewide Beverage Company to market and distribute ABK Beer across Los Angeles and SoCal. The American market, with its ever-increasing interest in – and consumption of – both craft and heritage beers is absolutely key to our global deployment plans for the beers which, for the first time since the brewery was founded in 1308, are readily available for global distribution."*

Statewide Beverage Company, headquartered in Los Angeles California with distribution warehouses in Commerce, San Diego and San Bernardino, distributes beer, wine and spirits to retailers across Southern California. Founded in 2011, Statewide has cultivated one of the largest, most efficient and reliable Direct Store Distribution (DSD) networks in Southern California to include more than 4000 retail chains and independent stores. Statewide delivers some of the world's most recognized brands such as Coca Cola, Nestle Waters, Arizona Ice tea, Welch's juice alongside new as well as emerging functional and innovative beverage brands.

Jeff Javidzad, CEO of Statewide Beverage Company states, " *We are excited to be the distributor who brings the heritage and tradition of ABK Beer to retailers in Southern California. ABK greatly enhances our portfolio of products and is yet another testament to our commitment in partnering with the best.*"

With a fast-expanding portfolio of beverages, ROK Drinks was co-founded by John Paul DeJoria, known as 'America's favorite entrepreneur,' and British entrepreneur Jonathan Kendrick. John Paul DeJoria is best known as the co-founder of Paul Mitchell, the largest privately held hair care business in North America, as well as being co-founder of Patron Tequila, the world's Number 1 premium tequila brand.

More information at:

www.rokstars.com

<http://www.statewidebevco.com>

Related
Sectors:

Food & Drink ::

Scan Me:



Company Contact:

—

Pressat Wire

E. support@pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:

<https://www.wire.pressat.co.uk>