

# QUALITY will tell

**Successful Anheuser-Busch distributor  
cites Yale service and reliability.**



*Quality Beverage, Inc. headquarters and warehouse facility located in the Myles Standish Industrial Park in Taunton, Massachusetts.*

**Yale electric lift trucks help make it possible!**

## "This Bud's for you"

is the popular Budweiser theme; and if you live in the southeastern Massachusetts area, it's likely that Quality Beverage, Inc. of Taunton, MA, saw to it that your "Bud" reached you on schedule. This is because Quality Beverage is *the exclusive* A-B wholesale distributor in Bristol and Norfolk counties. They are one of the fastest growing, most aggressive service-oriented beverage distributors in the area, handling Budweiser, Michelob, LA, and other A-B products.

Founded three years ago by President Tim Moran, and located in the new Taunton, MA, Myles Standish Industrial Park, Quality Beverage, Inc. serves some 1,250 accounts—restaurants, bars, hotels, package stores and some grocery/convenience stores. Quality moved nearly four million cases of beer last year, plus other products.

Every one of those cases was moved by Quality's fleet of Yale electric lift trucks. Quality's fleet consists of seven 3000 pound capacity Yale ERC-030A electric riders, and three 4,000 pound capacity motorized hand trucks (Yale MPE-040), all painted in A-B red. The trucks were supplied by M&G Materials Handling Corporation of East Providence, Rhode Island.

M&G was established as a Yale dealership in 1966, and has served Quality Beverage from the very first.

## Quality Service

Three years ago, Tim Moran founded Quality Beverage, "because the word quality represents



Quality Beverage President Tim Moran [right] with M&G Materials Handling President Ken MacDonald [left]. Shown is one of seven Yale ERC-030A electric rider lift trucks, that Quality credits with being a significant factor in Quality's successful customer service program.

everything we're trying to do," says Moran. "Product quality and the quality of our service to our customers are our primary concerns." He adds, "It was natural for us to invite M&G to supply our lift truck fleet here since I found the quality of the Yale trucks and M&G's service to be outstanding." Ken MacDonald, President of M&G, oversees Quality's account and on-going maintenance contract. M&G provides scheduled and emergency service for the fleet, keeping Quality's warehouse traffic operating smoothly.

Today, Quality boasts 100 employees and a 75,000 sq. ft. warehouse, on 10.3 acres, stocked with some 425,000 cases of beer and other products. The product environment is controlled to maintain a constant temperature of 38-40°F. Says Vice-President John McNamara, "We handle the product with great care from the time it arrives from the

brewery, until it's delivered to the customer." Quality runs two shifts, with the lift truck fleet unloading cases of stock, and loading trucks with stock for their customers.

"With all our traffic," says Operations Manager Bob McManus, "the Yale



Yale electric rider loads cases of Budweiser beer onto one of Quality's delivery trucks.

trucks have been reliable and efficient, and our operators like to use them. Because of the large size of our facility, our Yale sit-down rider trucks are very busy collecting the various products for customers' orders and replacing stock. Not only do the Yale ERC-030A's have good lift speeds; but as well, their high travel speeds through our long aisles, and capability to load our side-load trucks, enables us to keep our truck productivity high. The walkie-rider MPE's are used in our staging area, and for loading the 30 foot trailers. Our Yale trucks keep our services to our customers on schedule, and M&G's continuing personal attention

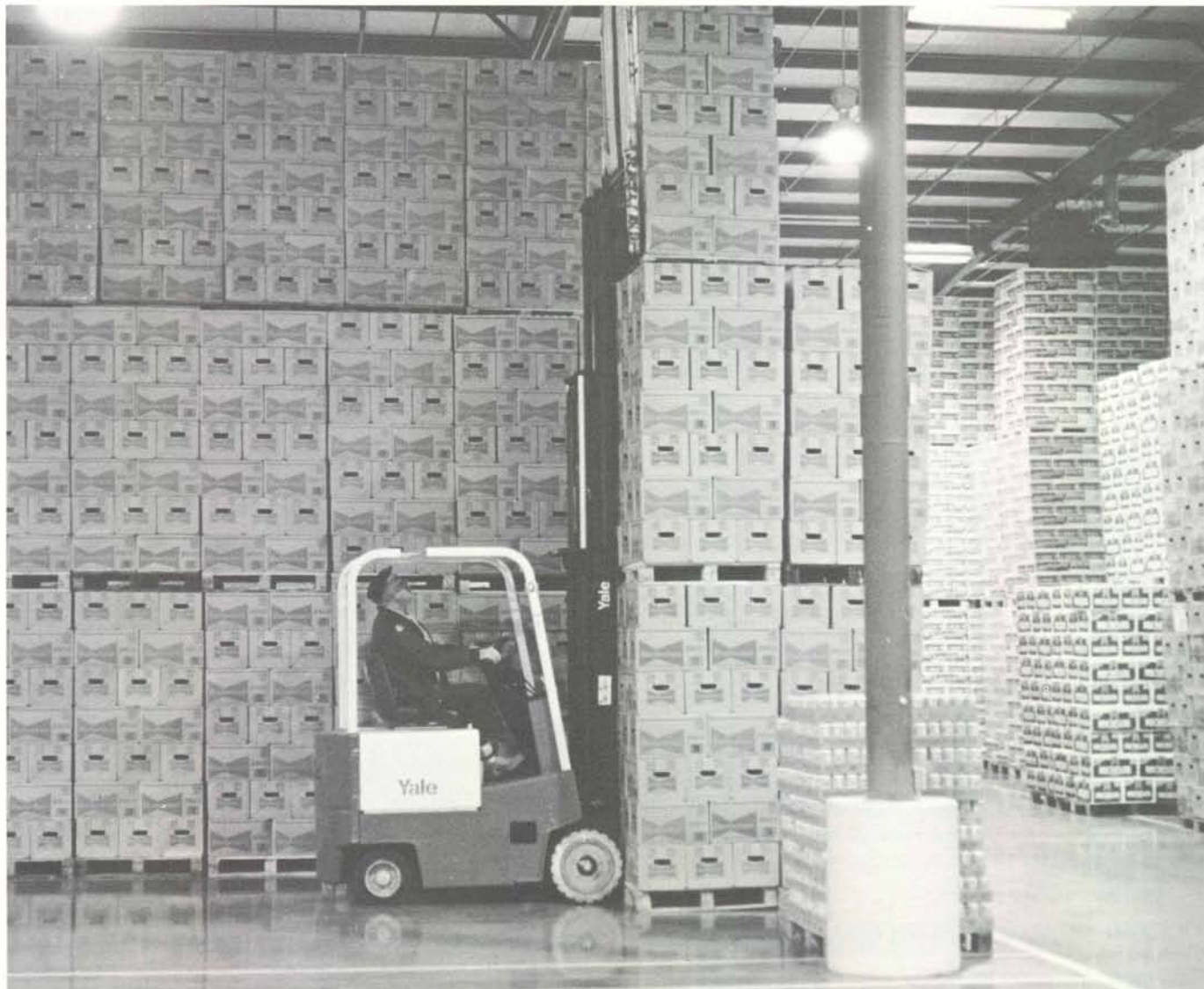
to our needs keeps us going at full speed."

## M&G Facility

M&G has the largest lift truck service facility in Rhode Island and southeastern Massachusetts, and is one of the most successful Yale dealerships. The facility in East Providence has some 27,000 sq. ft., of which 60% is devoted to maintenance areas. M&G keeps 65 lift trucks in their rental fleet to replace customers' trucks in for service. Presi-

dent Ken MacDonald says, "Yale lift trucks are top quality products, and quality customer service is our priority—so we fit very well with Tim Moran's thinking. We both do our very best for our customers."

Quality's formula for sales success and customer satisfaction is so persuasive that in the three years of its operation, Quality has been awarded *two* gold medals in the annual Anheuser-Busch "Dimensions of Excellence" program. That's *two in the first two years!* And counting for a third! An enviable record, especially when A-B awards just 25 gold medals a year.



Yale forklift shows off its high-lift capability while moving stock at Quality Beverage.



One of the three Yale MPE-040T motorized hand trucks used at Quality Beverage in their staging areas, and for loading their 30-foot delivery trailers.

## Quality's Success

Finally, Quality follows up after the sale. Even after the end-user has finished his beer. The Quality warehouse includes an up-to-date compacting system, where used aluminum cans are compacted into solid cubes of metal for recycling. The system processes some 1,000 bags of returned cans per week, with 250 bags of cans going into *one* cube—which weighs 500+ lbs. per. One of the Yale lift trucks is

equipped with a special clamp device to move the cubes around.

What's Quality's secret of success? "No secret," says Moran, "just hard work by all of us. Quality is our name and our theme! We emphasize product quality and service to our customers. Our staff goes out of their way to make sure every detail is picked up."

In three years, this kind of effort has resulted in Quality having over 50% share of their primary market . . . and climbing! Yale and M&G are proud of *their* contribution to Quality's success.

# Yale®

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