

## **FOR IMMEDIATE RELEASE**

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### **Massachusetts Beverage Business Joins The Beverage Network Industry's Leading Network of Trade Publications Extends Coverage to Include Key Massachusetts Journal**

New York, NY (May 25, 2011) – *Massachusetts Beverage Business* (MBB), the primary source for buying information for beverage alcohol licensees in Massachusetts, will be joining The Beverage Network effective with the July 2011 issue. First established by the late Samuel Stone, former association president of The Wine & Spirit Wholesalers of Massachusetts, Inc., MBB has been servicing the local trade since 1993.

“In this ever-changing industry, our licensees are constantly searching for sales and educational support. As a compliment to the strong local coverage we provide, becoming a Network member will allow our readers monthly access to the rich, national editorial and advertising content of The Beverage Network” said Joyce Stone, publisher, MBB.

William Slone, chairman, Beverage Media Group, Inc. (BMG), the service provider for The Beverage Network, noted: “Providing a complete package of information that responds to the unique local concerns of licensees as well as critical national trends, is essential in our industry. We welcome the opportunity to further strengthen this line of communication for suppliers and wholesalers.”

“This progressive position taken by the Stone Family will also open the door to collaborating on a wide range of communication tools,” commented Jason Glasser, chief executive officer, BMG. “We look forward to working with MBB and sharing all of our best practices in order to enhance the offerings to Massachusetts wholesalers and licensees,” continued Michael Roth, president, BMG.

#### **About The Beverage Network:**

The Beverage Network publications, through their service provider – Beverage Media Group, Inc. – reach over 120,000 on and off-premise licensees through 34 separate local magazines. These member publications combined carry over 250 pages of local news and 3,500 pages of local wholesaler pricing and buying information monthly. Beverage Media Group, Inc also offers a range of communication tools for the trade including wholesaler-to-retailer and retailer-to-consumer websites. Visit [www.BevNetwork.com](http://www.BevNetwork.com)

#### **About Massachusetts Beverage Business:**

*Massachusetts Beverage Business* is a monthly trade publication serving their state's beer, wine and liquor industry. It contains the official price lists as compiled by the Massachusetts wholesalers and is mailed to both on and off-premise licensees. MBB's parent company is New Beverage Publications. Visit [www.beveragebusiness.com](http://www.beveragebusiness.com)