



# EFES Pilsener

## AS GOOD AS IT GETS

**Leon Sierra** founded **Mid-State Wine & Liquor, LP** in 2000. Mid-State is committed to quality, boutique, artisan, hand-crafted, family-owned and low-to-mid production wineries and breweries from all over the world. Mid-State's staff focuses on knowing the customer on a personal level, scheduling appointments to meet the customers' needs, educating the customer and the staff about boutique products and developing a trusting relationship. Mid-State staff is always involved in the selection of products as they constantly seek customers who are as passionate about boutique products as they are. Their Vision Statement: To Build Rapport, Build an Image and Build the Brands they represent.

Mid-State is the first importer and wholesaler to bring **EFES Premium Pilsener** into the state of Texas. This pilsener-style lager is from Turkey. Yes, you read correctly—Turkey! Beer has been in the culture for over 7000 years. Now, centuries later, originating from the motherland of beer, EFES serves beer lovers all over the world. The EFES family is ranked among the top 10 brewers in Europe and EFES Pilsener is the flagship brand of this world-class brewery.

EFES Pilsener—As Good As It Gets—is brewed by a bottom fermentation technique using only high-quality golden barley and hallertau hops. You'll find EFES to be an easy-drinking, foamy, and bright lager beer. EFES has won **World Beer Cup** awards and events! They also sponsor worldwide events such as the European Figure Skating Championships.

Mid-State Wine, Liquor and Beer Company's vision was to bring EFES to Texas and they are proud to have this great product as a key part of their portfolio. Extensive plans are in play to expand their reach in the state of Texas and the Southwest with the #3-selling brand in Europe. Mid-State is currently developing a Brand Manager relationship with **Joey Doniero**. Joey brings over 30 years of experience in the beer business and most recently was the South Central Regional Manager for Warsteiner Importers Agency, Inc., covering Louisiana, Oklahoma and Texas. Joey resides in Texas and will give the experience and expertise needed in Texas and regionally as Mid-State expands this quality product in the Southwest. The sales team members of **Ross Tremonte** in Houston and **Matt LeDoux** in Austin are focused on EFES and they have worked diligently to develop a quality account base in both of those markets, respectively. EFES is currently being sold in Austin, Dallas, Houston and San Antonio.

EFES, the #3-selling beer in Europe, can be found at your local retailer upon request; but to assure you find EFES, shop these off-premise retailers: **Central Market, Fiesta** and **Spec's**. For your on-premise consumption, Mid-State suggests the following (unfortunately we are unable to list them all): **Istanbul Grill, Pasha Restaurant, Turquoise Grill, Empire Turkish Grill, The Wine Bucket, 13 Degree Celsius, The Tasting Room, Sonoma Wine Bar, Onion Creek, Etro, Sofia's, La Carafe, TOC Bar, NOTSUOH, Dean's Credit Clothing, Stag's Head Pub, Rudi Lechner's, Old Heidelberg, Little Woodrow's, and The Sundance Grill** in Kemah. If you don't find EFES in your favorite retail outlet or tavern, just ask them to stock it. The good folks at Mid-State appreciate the support.

**EFES Pilsener—As Good As It Gets!**