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FOR IMMEDIATE RELEASE

Perlick Honors Robert Perlick with Dedication Ceremony

Milwaukee, WI – On Thursday, July 2, 2009 a special dedication ceremony was held at Perlick to honor Robert Perlick, retired President of the Perlick Corporation by naming their new state-of-the-art draft beer training facility after him. The facility was specifically designed to train those who service or sell draft beer equipment.

As the huge window to the training facility was unveiled, Scott Schloerke, manager/marketing services stated, “The heart and pulse of the Perlick Corporation has been, and continues to be draft beer. Bob, for all that you have meant to the employees of this company, both past and present, and in honor of you, we are proud to present the *Robert D. Perlick Draft Beer Training Center*.”

Bob graciously thanked the group and was quick to point out that many, many people have contributed to the success that Perlick has achieved. He also noted the wonderful changes that have taken place since his retirement in 1994.



Left to Right: Steve Bergum, Larry Molinari, Bob Perlick

Bob was instrumental in developing and perfecting the first commercially produced long draw glycol system. He informed us that the very first beer system was sold in 1965 to a stadium in Anaheim, CA. At that time, the maximum distance we could deliver beer from keg to glass was 100 ft. Hence the ‘Century’ beer system was born. Today our ‘Century’ beer system can deliver a perfect beer up to 1,000 ft. away from the keg.

Several long time employees were in attendance along with Bob’s two daughters, Gail and Pam, and grandkids T.J. Perlick-Molinari and Laurie Bergum.

Perlick is currently operated by the fourth generation of the family, Bob’s sons-in-law Steve Bergum and Larry Molinari.

Perlick Corporation is a leading manufacturer of innovative total package bar and beverage systems, including custom refrigeration equipment, custom underbar equipment, beer dispensing equipment and brewery fittings that optimize energy use, improve style, and increase durability to help maximize the profitability of any beverage service operation. Perlick employs over 200 people at its 300,000 square foot manufacturing facility in Milwaukee, Wisconsin. To find out more, call 800-558-5592.

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Systems and products for the food service and brewing industries since 1917