

**Perlick**  
CORPORATION

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EXPERT SOURCE SHEET

**WWW.PERLICK.COM**



**FRED LUEHRS**

*General Manager, Operations  
Perlick Corporation  
Milwaukee, WI*

**Brief Description of Services:** Total package bar and beverage systems manufacturer, including custom refrigeration bar equipment, custom underbar equipment, beer dispensing equipment and brewery fittings.

**Professional Affiliations:** The Executive Counsel (TEC).

Fred Luehrs has been with Perlick Corporation since 2000. He joined Perlick as General Manager, Operations. During his tenure, Perlick has doubled sales per employee, decreased lead times to two weeks, implemented Lean and Kan-Ban, and increased capacity by 100+ percent.

Prior to joining Perlick, Mr. Luehrs served as Executive Vice President of The Cooke Group, a Mequon-based consulting firm specializing in strategic planning, mergers and acquisitions, and company turnarounds. Prior to joining The Cooke Group, Mr. Luehrs was President of a \$30 million contract engineering and manufacturing firm.

A native of Milwaukee, Wisconsin, Mr. Luehrs is a Registered Professional Engineer (PE) in the State of Wisconsin, holds a Bachelor of Science degree in Electrical Engineering (BSEE), and a Masters in Business Administration (MBA).

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