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QUALITY & INNOVATION
THAT **INSPIRES**

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Perlick Corporation Announces the Passing of Robert D. Perlick

MILWAUKEE – [Perlick](http://perlick.com), a leader in total package bar equipment and beverage dispensing systems, today announced the passing of Robert D. Perlick at the age of 92. A World War II Veteran, Robert D. Perlick returned from duty on the USS New York to work with his father and two uncles at the family owned, Milwaukee based Perlick Corporation – which, at the time, was a small manufacturer of equipment for the beverage and food service industry.

An entrepreneur and pioneer in his own right, Robert worked tirelessly to grow the small business and in doing so became President of Perlick. An engineer, he reveled in innovation and in growing Perlick’s product offering – transforming the bar and beverage dispensing industry. As a dedicated member of the Milwaukee community, he enjoyed creating jobs for the people of Milwaukee: His employees were family to him.

Robert’s dedication resulted in marked growth, and Perlick soon became recognized by its peers as the leading manufacturer of systems and products for the food service and brewing industries. Proud of Perlick’s success, Robert became known for making the following wager: “Let’s drive across the country. We will eat three meals a day in restaurants that also serve draught beer. If I can find a piece of Perlick equipment in that restaurant, you pay. If I can’t, I pay. I can make the trip with \$50 in my pocket.”



Robert D. Perlick’s leadership and ingenuity grew Perlick to what is it today; a renowned leader of total package bar equipment and beverage dispensing systems with products that can be found in the world’s finest restaurants, bars, stadiums, hotels and resorts.

For more information about Perlick and the family behind the Milwaukee based manufacturer, visit perlick.com. A celebration of Robert D. Perlick’s life will be held Saturday, December 13, 2014 at the Wauwatosa Avenue United Methodist Church, Wauwatosa, Wisconsin.

ABOUT PERLICK®

Family owned since 1917, Perlick’s award-winning commercial product lines have maximized the profitability of the world’s finest restaurants, bars, stadiums, hotels and resorts. As a Milwaukee, Wisconsin, based manufacturer, Perlick is dedicated to providing innovative, customizable food and beverage storage and serving solutions. To learn more, visit perlick.com or call 800-558-5592.

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