



# News Release

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## **Aroostook Beverage Company contributes \$10,000 to NMCC's *Campaign for the County's College***

***Aroostook County*** - Aroostook Beverage Company owners Peter and Betty Briggs have committed \$10,000 to the *Campaign for the County's College*, the first-ever major gifts campaign conducted by Northern Maine Community College.

“We are so pleased to be able to make this contribution to NMCC. It is important to us to be able to support the students at the College. We certainly appreciate the quality of graduates NMCC provides employers throughout the region. They are critical to the economic vitality of Aroostook,” said Peter Briggs.

The Aroostook Beverage gift is designated to assist the college in meeting immediate needs.

“On behalf of the *Campaign for the County's College* Leadership Team I would like to extend to Peter and Betty Briggs our deepest appreciation and gratitude for their \$10,000 gift from Aroostook Beverage Company,” said Jon Prescott, president & CEO of Katahdin Trust Company and member of the Leadership Team. “This gift will have a significant impact on the college and economic development efforts in the northern Maine area as it will allow the college to access funds for the area of greatest need such as technology enhancements, the development of new curricula to meet evolving needs of the community, or assistance in the ongoing efforts to meet the needs of expanding and new business in The County. Higher education and economic development are critical to a community's vitality and we are pleased with the support from Aroostook Beverage Company which will assist the Northern Maine Community College in continuing their role as a vital partner in the economic development of our market area.”

Aroostook Beverage Company is an independently owned business located in Presque Isle. The enterprise conducts business throughout Aroostook County distributing malt beverages, table wines, carbonated beverages, and ice cream. Owner Peter Briggs incorporated the business in May of 1961. He continues to serve as the company's president and treasurer.

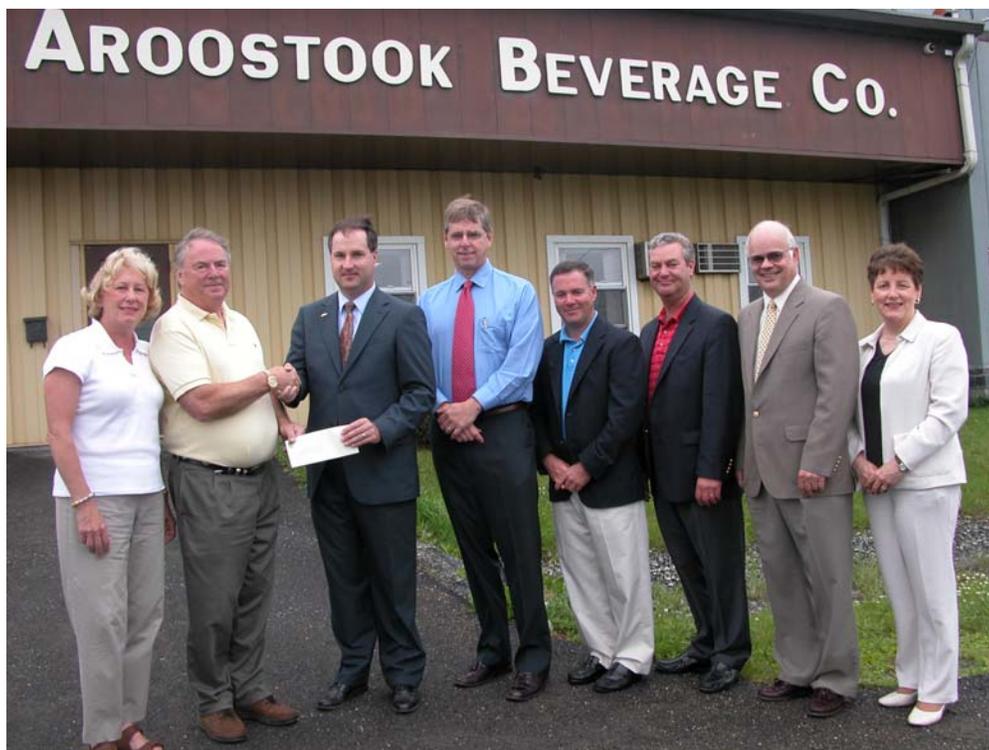
Briggs first established ABC in Caribou with one full-time and one part-time employee. In 1968, he moved the company to Presque Isle and gradually began adding new product lines through franchise agreements with breweries and wine companies, and by purchasing Northern Maine Distributors in 1968 and County Beverage in 1979.

In 1987, ABC moved from 79 Industrial Street to their present location at 52 Rice Street in Presque Isle. At that time, Briggs also purchased a line of frozen foods from Carl W. Smith Inc.

ABC's largest acquisition was in March, 1998 when Anderson Beverage Company was purchased from William Anderson of Caribou.

In addition to beverage and frozen food distribution, ABC operates a trucking division, which transports 100 percent of the products they distribute. The products originate from suppliers along the eastern seaboard to points as far away as South Carolina.

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*Betty and Peter Briggs (from left) of Aroostook Beverage Company present representatives from Northern Maine Community College and the NMCC Foundation with a \$10,000 contribution to go toward the Campaign for the County's College. Accepting the gift are (left to right) Jon Prescott, campaign leadership team member; Timothy Crowley, NMCC president; Brian Hamel and Robert Clark, tri-chairs for the campaign; and Raynold and Sandra Gauvin, NMCC Foundation executive committee members.*