EXECUTING WITH A EXCELLENCE

CORPORATE SOCIAL RESPONSIBILTY REPORT 2024

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US DOT 191376

PEOPLE CULTURE

A Letter from the CEO Executing with Excellence



As we reflect on the past year, I am proud to share Breakthru's positive impact on our customers, suppliers, associates, and the communities we serve. Our 2024 Corporate Social Responsibility (CSR) Report highlights the actions we've taken to be 'a force for good,' while delivering on our ambition to be the distributor of choice and easiest partner to do business with. The CSR efforts we uphold are rooted in a proud heritage of philanthropy that is based on our founding families' strong belief in giving back to the community.

With our team of 10,000 talented associates and with operations across 16 markets in the U.S. and Canada, we are an industry leader that not only executes with excellence but also strives to make a meaningful difference each and every day.

Operational Excellence

At Breakthru, we aim to drive a continuous improvement mindset, cutting-edge digital capabilities, and operational excellence, so that suppliers and customers are served with a best-in-class experience. As one of the industry's top-performing distributors by market, we have made substantial investments in our people, technology, operations, and portfolio to support our growth ambitions and create long-term value and trusted relationships. We are committed to innovation and continually listening to our customers and suppliers' needs to build an even stronger and better Breakthru.

Community Outreach

Giving back to the communities where we live and work continues to be at the heart of our Breakthru culture. That's why we were proud to support dozens of charitable organizations across our markets that align with our CSR strategic focus areas. In 2024, we gave back through financial support, time spent volunteering, and resources to 500 non-profit organizations. Since our founding, Breakthru has donated more than \$18 million to charitable organizations and maintains many strong relationships with partners who also serve our communities.



PEOPLE CULTURE

COMMUNITY

A People-First Culture

Our people are our greatest strength. We lead with a people-first mindset and are deeply invested in our associates' engagement, growth, and development. We believe that an inclusive environment fosters innovation and creativity, and we are committed to creating a culture where everyone has the opportunity to succeed. Breakthru is a special company with a strong legacy of success, a reputation for excellence, an incredibly talented workforce, and a company culture that is unmatched. These are a few of the qualities that continue to set us apart in the industry.

As we look to the future, we will continue to invest in technology and strengthen our processes to make it easier for our suppliers and our customers to do business with us. We will continue to invest in our people. We will streamline our work and operations, so that we're prioritizing the highest-value activities and seize business opportunities that maximize our performance. This will require disciplined decision-making and new ways of thinking about the business, all while maintaining our strong culture.

Thank you to our people and all our partners who have helped us make a positive impact. Together, we are executing with excellence, while creating a more sustainable, inspiring, and equitable future for our associates, our suppliers, our customers, and the communities we serve.

Tom Bené President and CEO Breakthru Beverage

16 US Markets and across Canada

10,000 Breakthru Associates

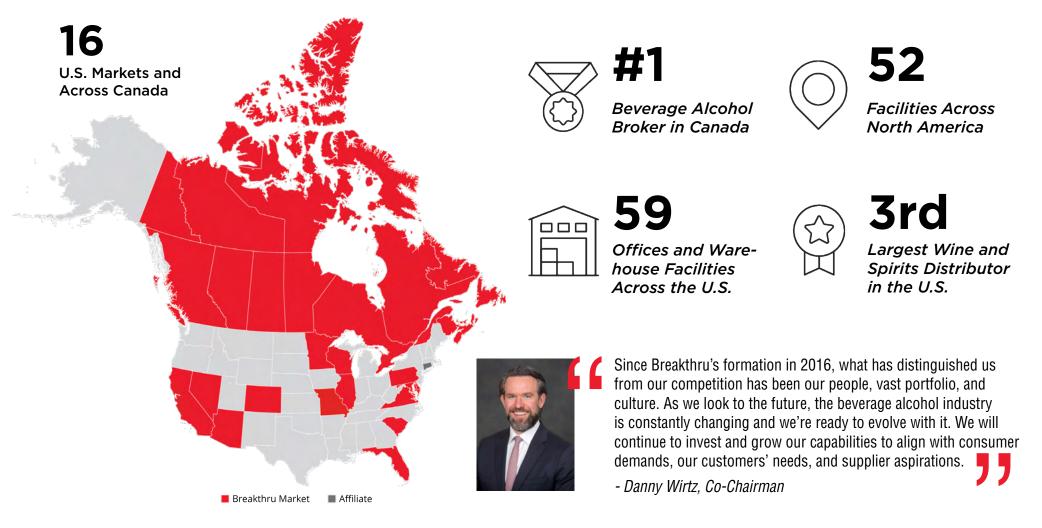
8.0 (Out of 10) Engagement score, ranking Breakthru in

the top 25% in our industry

500

Charities Supported

STRM Overall contributions to charitable organizations since 2016





Breakthru Beverage Group is one of the leading beverage wholesalers in the United States and the largest broker in Canada, representing a portfolio of premier spirits, wine, beer, and non-alcoholic brands.

Breakthru is family-owned and operates in 16 markets with more than \$8.6 billion in annual sales and a team of 10,000 dedicated associates. The company delivers world-renowned beverage brands to the doorsteps of North America's retail, convenience, bar, and restaurant businesses, and has been named a "U.S. Best Managed Company" for three years in a row.

Our Company Vision

Be the leading beverage company in North America

BREAKTHRU'S EXECUTIVE LEADERSHIP TEAM SUPPORTS THE COMPANY'S STRATEGIC VISION.



Charles Merinoff Co-Chairman



Danny Wirtz

Co-Chairman



Tom Bené President and CEO



Melissa Calderwood EVP and Chief Financial Officer



EVP Operations



Glenn Remoreras*

EVP and Chief Information Officer *As of 1/1/2025



Stephanie Soto EVP and Chief Human

Resources Officer



EVP, Chief Legal Officer and Corporate Secretary



Kevin Roberts

EVP and Chief Commercial Officer



Julian Burzynski

EVP and Chief **Operating Officer**



Our Values Be Inclusive * Be Courageous * Be Passionate * Be True

PEOPLE CULTURE

COMMUNITY

CORPORATE SOCIAL RESPONSIBILITY (CSR) APPROACH

Breakthru Has Made a Significant Community and Social Impact Through Its CSR Efforts.

Our Vision

Our intent is to be a force for good. We support causes and organizations that better our world and help to meet the diverse needs of the communities we serve.

Strategic Focus Areas





I am proud that Breakthru continues to be a force for good. Our associates give their time to help and mentor students, take care of those in need, and preserve and clean our environment for the next generation. They continue to show up and make an impact on our communities.

- Charles Merinoff, Co-Chairman









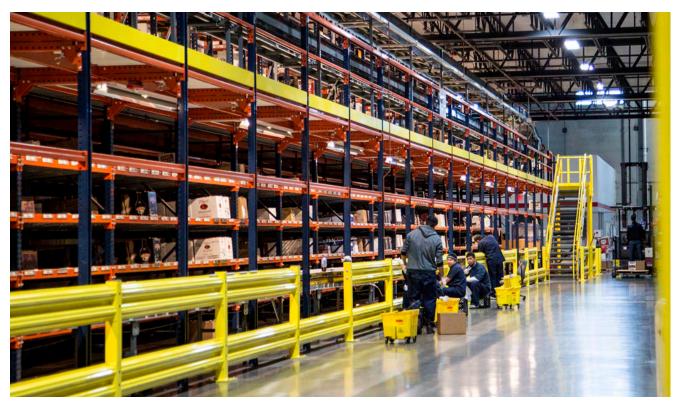








OPERATIONAL EXCELLENCE



At the core of Breakthru's business is our operations, supply chain, and logistics expertise. These teams drive efficiency standards that produce smart results. Operations, facilities, and supply chain efficiency and innovation ensure Breakthru keeps pace with the commercial successes of the business. This means investing in stateof-the-art facilities, enhancing logistics, and consistently executing with excellence.

With the goal to always be improving service to our customers and optimizing warehouse functions, Breakthru has been ramping up its investments in its operations teams and capabilities. In recent years, Breakthru has invested more than \$75 million into its operational capabilities across its footprint by expanding warehouse capacity, incorporating new technologies, and bolstering automation. Our teams across the U.S. are working with improved metrics to make every customer delivery as seamless as possible. In September 2024, Breakthru opened an expanded facility in Tampa, Florida, doubling the size of the warehouse to more than 1 million square feet.

93M Cases annually

15,000 Deliveries per day

151,000 Average bottles picked per night

170,000 *Customer accounts*

1,550 Active suppliers

1,322 Trucks in our fleet



We are focused on building for the future to ensure that our infrastructure and capabilities align with our customers' needs and our growth ambitions. We've also invested in new data sources and analytics platforms that put the consumer at the heart of our operations. This has led to promising results based around ensuring we have the right product in the right account ready for the right consumer."

- Julian Burzynski, EVP and Chief Operating Officer

SAFETY FOR THE FUTURE

Providing a safe workplace for associates, customers, and contractors is integral to Breakthru's corporate social responsibility. As a family-owned organization with a people-first culture, we believe all associates should leave work in the same or better condition than when they started. Our ambition is to deliver a safe and healthy environment for all, so our associates can perform to their full potential, positively impact the experience of our customers, and return home safely.

Breakthru's commitment to safety is engrained in everything we do. That's why we further ramped up our efforts to support safety in 2024. Our goal was zero incidents. We take a "yes (safety) and.." approach because we know what is great for our associates' health, safety, and well-being is also good for our business. A safe environment for all associates leads to greater engagement and increases operational excellence.

In 2024, we introduced "Quarterly Safety Spotlights" to educate the organization on hazards. These spotlights raise awareness of both workplace Health and Safety and human factors through training materials, posters, quizzes, and videos to promote the importance of safety enterprise-wide.

We established guiding principles to ensure consistency across all safety initiatives:

- Coach to competency
- Lead through engagement
- Define clear expectations
- Share to continuously improve

In support of our listening culture where our associates have a voice in creating a better, safer Breakthru, we launched our first-ever Safety Survey to respond to feedback from our teams in 2024. At Breakthru, safety matters to us, because we care about our people.





BREAKTHRU NOW



Breakthru aims to be at the forefront of technology to drive executional excellence.

BREAKTHRU NOW is our B2B e-commerce solution that provides real-time, expanded portfolio access, and an enhanced customer experience to make Breakthru the easiest distributor to work with. It was developed in partnership with suppliers to broaden exposure of their brands and allow customers to manage their business any-time, anywhere—enabling them to drive growth and optimize decisions. We leverage technology to enhance our business and services, offering a digital connection with customers while maintaining a seamless and supportive experience that aligns with how we serve them in person.

BREAKTHRU NOW continues to advance product search and merchandising AI. This functionality goes beyond sales and online activity to leverage insights from customer interactions, market trends, and operational needs to understand what truly supports customer success. By aligning digital intelligence with holistic customer needs, we deliver personalized, accurate, and valuable outcomes every time.





Understanding and satisfying our customer needs is foundational to our success. We continue to evolve how we strengthen our customer connections by providing more timely and relevant information, while offering easier ways to shop our portfolio of brands. As a result, we've made considerable improvements to enhance the *BREAKTHRU NOW* user experience, addressing the opportunities to optimize performance across the board. For example, we've modified the software to achieve increased site speed, with some pages experiencing an impressive **58 percent faster load time**. This progress reflects our commitment to ensuring that our customers have a seamless, efficient, and consistent experience every time they visit.

- Kevin Roberts, EVP and Chief Commercial Officer

Winner of US Best Managed Companies Three Years in a Row



Recognizing private company success









OUR PEOPLE VISION

Our People Vision: To Be the Place Everyone Wants to Work



Leadership Principles

Breakthru believes every single one of its 10,000 associates is a leader playing a role in the company's success. Our leadership principles represent our shared vision of the culture we want to create—now and for the future. Every day, our associates at all levels aim to exemplify these principles. At Breakthru, leadership matters, and the authenticity and integrity in how we lead means everything.



LEADERSHIP SPOTLIGHT



Cristina Desmond, Region President, Central

Movers & Shakers Award 2024, Wine & Spirits Wholesalers of America



Hillary Wirtz, Senior Director Culture and Inclusion

DISCUS DEI Leadership Award 2024



Aaron Castillo, Delivery Manager

Twin Cities Business Magazine 2024 Notable Hispanic Leader



Sheree Wehrle, Business Manager, BBGMO

Graduate of DISCUS Leadership Program



Stephanie Kvidera, Business Manager; Sarah Brick, Vice President of Finance; Danielle Houston, Director Trade Development

Graduates of WSWA Women in Leadership Executive Education Program



Amanda Hale, Senior Vice President Business Development

"40 Under 40" Beverage Information Group chose 40 young leaders who truly show a passion for the beverage alcohol industry.



Tara Marohl, Vice President of Sales for Off Premise Wine and Spirits

Twin Cities Business Magazine 2024 Honorable Women in Agriculture, Food and Beverage for 2024

LEARNING & DEVELOPMENT

Breakthru believes in building the people who build our business

Investing in our people's growth and development is at the heart of our people-first culture at Breakthru. In 2024, we expanded the learning and development opportunities across all levels of our associates. We've developed new sales training, offered a suite of new e-learning courses, created clear career paths, provided live webinars on a variety of skill-building topics, rolled out new training tools and resources, and more. Some additional highlights included:

- A full suite of offerings around our Leadership Principles including an educational live webinar series that was developed and facilitated in-house around our five Leadership Principles (One Team, People First, Boldly Seek a Better Way, Customer & Supplier Focused, and Listen to Understand), as well as a Leadership Principles development guide with suggested development solutions for each area. Additionally, we kicked off our customized Leadership 360 Assessment based on our Breakthru Leadership Principles.
- Over 300+ new courses were added to our learning platform, The Learning Bar, on a variety of relevant, skill-building topics
- Our Field Sales Managers (FSM) Accelerate program is a comprehensive learning program designed and developed with a multi-modality learning approach (i.e., workshops, a resource playbook, best-practice sharing forums). The program helps FSMs build skills in effective time management, coaching and development, and building high-performing teams. For this program, we received "Best Workforce Development Program" through *Beverage Wholesaler Magazine.*





Andy Westley, Senior Director for our Product Knowledge Center of Excellence, earned recognition as a Master of Scotch. He was one of only 32 people who were recognized by the Council, and one of 14 who earned the Master of Scotch designation.

Through Breakthru's partnership with The Council of Whiskey Masters, certificate courses in scotch, bourbon and whiskey are now available to Breakthru associates. As we continue to work to build the most educated sales force in the industry, we are proud to be the first distributor to partner with The Council of Whiskey Masters.

2024 LEARNING & DEVELOPMENT MILESTONES

145,500+

LEARNING ASSETS COMPLETED

19,700+ COURSES OFFERED ON THE LEARNING BAR

9 WSET LEVEL 2 SAKE CERTIFICATION

606 WSET LEVEL 2 WINE AND SPIRITS CERTIFICATIONS

7 WSET LEVEL 3 WINE AND SPIRITS CERTIFICATIONS

27 CERTIFIED BEER SERVER CERTIFICATIONS

TALENT ACQUISITION

Mission Statement

Attract a range of talented individuals who will emerge as our organization's future leaders. Use our national programs to foster direct interaction and collaboration with peers and senior executives across our esteemed suppliers and business in alignment with our customer-focused strategy in sales and operations.

Early Career Programs

We provide unique early-career programs to new associates to equip them with the tools they need to excel in leadership roles. Created to attract and retain high-potential, early-career employees, these long-term initiatives present an exciting array of challenging tasks and impactful developmental experiences. Our programs facilitate meaningful engagement with colleagues and senior executives across our prestigious suppliers and businesses. They are specifically designed to cultivate and empower our future leaders.

- Sales Leadership Development Program
- **Operations Leadership Development Program** •
- Sales Summer Internship Program

Our goal is to offer an experience that promotes rapid growth and development for high-potential talent in the early stages of their careers.

2024 Highlights



Breakthru's offer acceptance rate was 93 percent. Additionally, the launch of our new employer brand, career website, and social media engagement has increased

traffic to our pages. We saw our application conversion go from 13 percent to 28 percent, and our application submissions are up 64 percent from 2023.



We provide associates with the learning, development, and opportunity to make their career aspirations possible. In 2024, we were more efficient and effective with our hiring process, as our average time to fill roles fell under 37 days and time to complete background checks for new associates was less than six days. Our goal was to get the right talent in the right roles to maintain executional excellence.

- Jamie Thomas Vice President of Talent Aquisition

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RAY HERRMANN

Chairman Emeritus, Breakthru Beverage 1920 - 2021

THE RAY HERRMANN AWARD

CULTURE

PEOPLE

Ray Herrmann was instrumental in the formation of Breakthru Beverage Group. Our esteemed Chairman Emeritus, Ray Herrmann, was a titan in the beverage alcohol industry whose leadership and values laid the foundation for Breakthru's success. As a man of great character, his legacy of integrity, ethics, and philan-thropy was a hallmark of his leadership and qualities we continue to uphold in our culture today.

COMMUNITY

The Ray Herrmann Award recognizes outstanding associates who embody Breakthru's core values — Be Inclusive, Be Courageous, Be Passionate, Be True — values that Ray himself embraced. Through this recognition, Ray's legacy lives on.

Breakthru provides a charitable donation to an organization that aligns with our CSR focus areas on behalf of each Ray Herrmann Award winner.

WE'RE PROUD TO SHARE OUR 2024 WINNERS



Lindsay St Jean Vice President Sales, Pinnacle Division, Breakthru Canada



Antwuan Hampton Warehouse Training Lead, Breakthru Florida



Corie Riden Division Director Business Development, Breakthru Colorado



Gaylin Meyer Manager IT Operations, Breakthru Corporate



Megan Cartwright Field Sales Manager, Breakthru Florida

INTRODUCTION OPERATIONAL EXCELLENCE



THE GREG BAIRD SCHOLARSHIP

CULTURE

PEOPLE

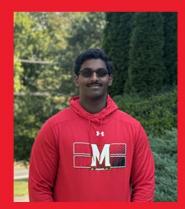
Since our founding, Breakthru has proudly contributed more than \$100,000 in scholarships for our associates' dependents.

COMMUNITY

Established in 2022 to honor Breakthru's first President and CEO Greg Baird—a passionate advocate for education— this scholarship highlights our commitment to providing recognition for our associates and enhancing educational access for the next generation of leaders.

Each recipient received a \$5,000 scholarship to support their post-secondary education, covering tuition, course materials, lodging, and related expenses. The 2024 applicant pool showcased exceptional academic strength, diversity, and came from nearly every Breakthru market.

THIS YEAR'S SCHOLARSHIP WINNERS



Matthew Johnson University of Marlyand-College Park



Lana Peitzman University of Missouri-Columbia



Anna Kopacek University of Minnesota-Duluth



Abigail Sutherland Santa Fe College



Kaelyn Richmond University of Wisconsin-Madison

BREAKTHRU CULTURE

Our Culture & Inclusion Vision

Our ambition is to foster a positive culture where all associates can thrive.

Our vision is to be an industry leader in cultivating a high-performing and inclusive culture. We aim to create an associate experience that provides our people with opportunities for growth, belonging, and wellness.

COMMUNITY

Breakthru's strong and vibrant culture is evident in our Associate Resource Groups (ARGs), Culture Ambassadors, equitable recruiting and hiring practices, growth & development initiatives, and our associate engagement efforts. Our ARGs are open and welcoming forums for all our associates to join.



Associate Resource Groups

We believe that when people are respected and encouraged to bring their unique perspectives, it results in deeper discussions, better decisions, and a brighter future for our company and the communities we serve. This commitment to fostering an inclusive culture where everyone feels valued and empowered is a part of of who we are. We offer five Associate Resource Groups (ARGs), including Bravo, HOLA, Women Who Breakthru, Prism, and Vibe, that play a key role in creating a sense of community, connection, professional growth, and service. By coming together, we can drive change, celebrate success, and inspire progress.



ARG COMMUNITY HIGHLIGHTS

Making Strides Against Breast Cancer Walks

For the third consecutive year, Breakthru participated in the Making Strides Against Breast Cancer walks across our U.S. markets and the Run for the Cure event in Canada. Through the dedicated efforts of our Associate Resource Group (ARG) Women Who Breakthru, we mobilized our community to support breast cancer awareness and research.

Together, these efforts raised more than \$52,000, nearly tripling Breakthru's 2023 contributions! With more than 480 participants forming 22 market teams, our Breakthru community demonstrated unwavering support for this important cause.

Our participation in this initiative was not just about fundraising; it was about showing up for those affected by breast cancer, offering support, and working toward a brighter future for all. This initiative perfectly embodies what it means to be One Breakthru—coming together with purpose, supporting each other, and making a meaningful difference in our communities.

The Power of Unity & Collaboration

As part of Hispanic Heritage Month, HOLA (ARG) joined Women of the Vine & Spirits for a celebration and inspiring conversation with the Hispanic Community. Breakthru's Director of Digital Marketing Itzamarie Padín Mas participated on a panel that shared perspectives on the business opportunities for brands to grow within the Hispanic/Latin community. The panel also highlighted ways the community is celebrating Hispanic/Latin culture, building strong networks, and empowering collective action through unity and collaboration.

Operation Ride Home

In November 2024, BRAVO (BReakthru Associate Veterans Organization) in partnership with BRAVE (Brown-Forman Rallying All Veterans for Excellence) and LIVE WELL assembled the Operation Ride Home – March for Miles Step Challenge. The virtual challenge encouraged associates to track their steps during Veterans Day week to support Operation Ride Home, a program that helps junior-enlisted military members return home for the holidays by covering travel costs to ensure they can celebrate with loved ones. As part of the efforts, Breakthru donated \$10,000 to support the cause.







PEOPLE CULTURE

COMMUNITY

THE BREAKTHRU EXPERIENCE

At Breakthru, we're committed to being the place everyone wants to work, fostering an environment where associates feel like family, enjoy and are proud of their work, and success is celebrated. We provide the opportunity for our teams to reach their full potential, thrive in a collaborative and inclusive culture, and be supported in living well.

Last year, we launched our Associate Value Proposition—"The Breakthru Experience," as part of these efforts.



WELLNESS

Breakthru offers support and benefits to live well.

- Hybrid & Flexible Work
- Competitive and Comprehensive
 Total Rewards
- Paid Time Off + Holidays
- Employee Assistance Program (ComPsych)
- Wellness Platform (Personify Health)
- Early Wage Access (Payflex)
- Parental Leave & Adoption Assistance
- Retirement Savings
- Discount Program (Work Perks)

The Three Pillars of the "The Breakthru Experience"

GROWTH

Breakthru provides learning, development, and career opportunity.

- Industry-leading Training (e.g., WSET)
- On-demand Learning Platform (The Learning Bar)
- Sales Enablement Training & Industry-leading Certifications
- Various Development Session Offerings
- Leadership Principles & Education Sessions
- Early Career Programs
- Scholarship Program
- Education Assistance Program
- Mentorship Opportunities
- Job Opportunities Promoted Internally

BELONGING

Breakthru has a celebratory, inclusive, and family-like culture

- Family-owned
- Strong Company Values
- Associate Resource Groups (ARGs)
- Events and Celebrations
- Culture Ambassadors
- Community Volunteering Opportunities
- Proud Heritage of Philanthropy
- Associate Recognition and Appreciation Programs (CHEERS!)
- Environmentally Sustainable Efforts
 (ESG)
- Employee Referral Program

OPERATIONAL EXCELLENCE

PEOPLE CULTURE COMMUNITY

RECOGNITION

Making it easier for associates to show appreciation, acknowledge great work, and celebrate success.

We aim to make recognition an essential element of our Breakthru people-first culture. Through the launch of our comprehensive recognition program, called CHEERS!, we made it easier to show appreciation, acknowledge great work, and celebrate success across the company.

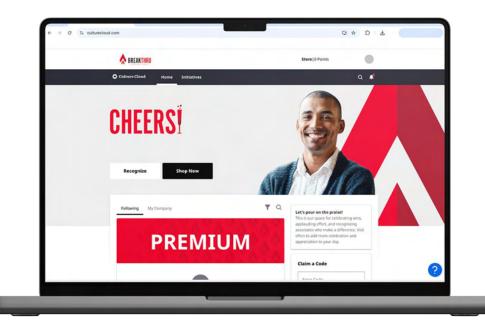
Within the CHEERS! Program, there is real-time visibility into peer-to-peer recognition, access to special point-based awards leaders can provide, and new tangible ways to recognize a colleague who is living our Core Values or Leadership Principles.



We want our associates to be recognized for their contributions, to feel appreciated, and for their success to be celebrated. In 2024, we were thrilled to launch CHEERS! Our multi-faceted recognition program encourages our associates across the company to engage in giving thanks and praising someone for a job well-done. Our goal is to make recognition a part of 'The Breakthru Experience,' and as a result increase our associates' engagement.

- Stephanie Soto.

EVP and Chief Human Resources Officer











4.7K **ECARDS**

OPERATIONAL EXCELLENCE

PEOPLE CULTURE

COMMUNITY

ANNUAL BREAKTHRU HOCKEY INVITATIONAL

In 2024, more than 120 Breakthru associates from nearly every market across Canada, AZ, CO, CT, DC, DE, FL, IL, MD, MN, MO, SC, NV, and WI, laced up their skates for the Eighth Annual Breakthru Hockey Invitational. The unforgettable weekend brings associates and their families together for charity and fun. This event alone raised more than \$161,000 to support our local communities, making it one of the top charitable fundraisers of the year.







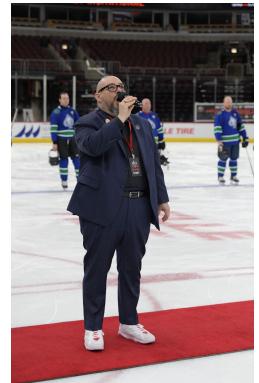








COMMUNITY





PEOPLE CULTURE

COMMUNITY

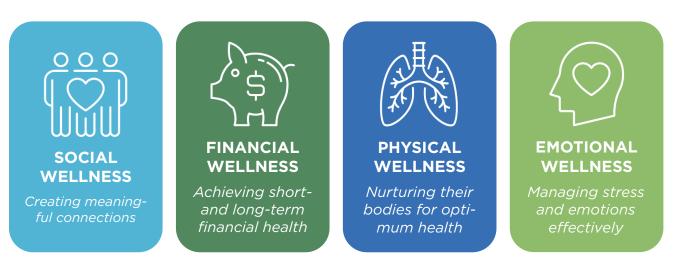
LIVE WELL

Happier, healthier, more engaged associates and a company that's thriving from the inside and out – every day.



Breakthru is serious about being the place everyone wants to work. Actively listening to what our associates want and investing in programs and benefits that help them reach their full potential enables Breakthru to maximize its impact on our associate's lives both at work and at home.

- Arlyn Miller, EVP, Chief Legal Officer, and Executive Live Well Sponsor "



We empower our associates to LIVE WELL.

We launched the Personify Health app to associates as a way to invest in their health and total well-being. Recognized as the world's #1 health and well-being app, it offers participants an easy-to-navigate wellness solution for making small, everyday changes that build healthier habits, so our associates can feel and perform at their best.

To motivate associates to LIVE WELL and "get their steps in" during a busy time for our industry, we kicked off our first Global Step Quest in Q4. The virtual step challenge encouraged associates to team up with colleagues across markets and take a virtual adventure through 10 destinations all over the globe.

MILESTONES FROM THE FIRST GLOBAL STEP QUEST

101.3M TOTAL CORPORATE CHALLENGE STEPS

715 CHALLENGE PARTICIPANTS

10,741 AVERAGE STEPS PER DAY





CULTURE

OUR COMMUNITY EFFORTS

Giving back to the communities where we live and work continues to be a tenet of our Breakthru culture. We are proud to support many charitable organizations across our markets that align with our Corporate Social Responsibility (CSR) strategic focus areas. In 2024, we gave back through financial support, volunteer time spent, and resources to 500 non-profit organizations.

Since our founding, Breakthru has donated more than \$18 million to charitable organizations and has many strong relationships with giving partners who serve our communities.

OUR CSR FOCUS AREAS INCLUDE:





237% INCREASE IN VOLUNTEER EVENTS SINCE 2023

500 CHARITIES SUPPORTED

\$2.9M CONTRIBUTIONS IN 2024

\$18M OVERALL CONTRIBUTIONS SINCE 2016





Supporting Environmental Stewardship: The Conservation Fund

Giving back to the community and ensuring the sustainability of our environment matters to Breakthru. Our Next Generation owner family-members spent time learning about farming operations, weeding, and tending to produce at Rustic Road Farm in Elburn, IL.

We are proud to support farmland preservation and local farming efforts through The Conservation Fund, one of Breakthru's key charitable partners. The Conservation Fund is in the business of conservation, creating innovative solutions that drive nature-based action for climate protection, sustainable economies, and vibrant communities.

As part of our partnership with The Conservation Fund, we've provided financial contributions to support their broad-reaching conservation efforts nation-wide. Breakthru is looking forward to many more opportunities ahead to be a 'force for good' for both people and the environment.



COMMUNITY

OUR PARTNERS

Supporting Our People: Prosper Forum

Breakthru is proud to sponsor and support the Prosper Forum. This annual event develops and elevates future talent, while connecting top executives within the food, beverage, and hospitality industry. Our team learned about cutting-edge topics within our industry and experienced leadership development training.



Andrea Johnson and Tracey Traille were selected to be a part of the Prosper Accelerator Program for 2024. Prosper Accelerators engage in a 24-month leadership development program, designed to build the next-generation senior talent in the food, beverage, and hospitality industry.





Tracey Traille Director of IT Strategy



Andrea Johnson Senior Director of Human Resources, Breakthru Illinois

Supporting Our Community: Summer of Service

Giving back to the communities in which we live and work matters to Breakthru. In 2024, we united around a common cause—a Summer of Service. The Breakthru-organized service initiative encouraged associates at all levels to volunteer in their communities across all our markets in June, July, and August. We supported our communities by collecting school supplies, preparing meals, weeding in gardens, and more. Together, we made a positive difference.



WERE LOGGED 23

900+

CHARITABLE ORGANIZATIONS SUPPORTED

13,500 MEALS WERE PACKED







COMMUNITY





Supporting Alcohol Responsibility: Safe Home

Breakthru has a longstanding commitment to supporting the communities where associates live and work. Nearly 15 years ago, we created the 'Safe Home After Every Occasion' program, joining forces with partners like Pernod Ricard, Suntory Global Spirits, Constellation, 4 Hands Brewing, and others to offer free rides after celebrations in Missouri and across our North American footprint.

COMMUNITY

Focused on planning ahead for a safe night of celebration, the program has delivered more than 150,000 Missourians home safely. It continues to be a sought-after resource that local residents rely on after enjoying Breakthru's portfolio of brands in the market. As a leader in the beverage alcohol industry in Missouri, we support our associates and their families and encourage responsible alcohol consumption.



150,000 SAFE RIDES HOME



Here in Missouri and across our U.S. markets, Breakthru takes great pride in supporting programs like this while championing responsible consumption. As Missourians head out to celebrate key holidays throughout the year, we encourage them to take advantage of this program and get home safely.

- Scott Johnson, Executive Vice President of Breakthru Missouri Safe Home After Every Occasion

Breakthru supports a variety of charitable organizations aligned with our CSR focus areas.



COMMUNITY

SREAKTHRU NOW

Breakthru Beverage Group's eCommerce solution to manage your business anytime, anywhere



Sign up for *BREAKTHRU NOW* today by scanning the QR code or visit **Now.BreakthruBev.com**