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## **Breakthru Beverage Group Unveils 2024 CSR Report Showcasing Operational Excellence and Social Impact Achievements**

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April 22, 2025 [Chicago] – Breakthru Beverage Group, 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, today unveils its second edition of its annual Corporate Social Responsibility Report: Executing with Excellence. The 2024 report highlights the actions Breakthru has taken to be ‘a force for good,’ while delivering on its mission to be the distributor of choice and easiest distributor to work with. The report features Breakthru’s operational excellence, community outreach, and people-first culture. It can be viewed on Breakthru’s website: [\[link\]](#)

“As we reflect on the last year, I am incredibly proud of the positive impact our team of talented associates has accomplished this past year. We continue to uphold CSR efforts that are rooted in a proud heritage of philanthropy, which is based on our founding families’ strong belief in giving back to the community,” said Tom Bené President and CEO. “We are an industry leader that not only executes with excellence but also strives to make a difference each and every day.”

Breakthru supports charitable organizations across the U.S. and Canada that align with its CSR strategic focus areas: Our Community; Our People; Environmental Stewardship; and Alcohol Responsibility. Last year, Breakthru supported 500 charitable causes and participated in 135 volunteer events—a 237 percent increase over 2023. The company also invested more than \$2.9 million in non-profit organizations, bringing its total charitable contributions to \$18+ million since it was formed in 2016. Breakthru associates across all 16 markets rallied around its 2024 Summer of Service initiative, resulting in more than 900 service hours logged in support of charitable organizations throughout June, July and August.

In 2024, Breakthru invested heavily in its associate experience through increased programming and opportunities in professional development, recognition, safety, and wellness. As a result of its

focus on safety, Breakthru warehouse associates and drivers completed more than 21,000 safety courses and reduced severe safety incidents by 30 percent. With an emphasis on learning & development, sales associates completed more than 145,500 learning modules and earned 606 WSET Level 2 Wine and Spirits certifications, 27 WSET Level 3 Wine and Spirits certifications, and 21 Certified Beer Server certifications. All these efforts reflect Breakthru's commitment to providing a best-in-class experience for its associates, customers, and supplier partners.

"At Breakthru, we strive to be the place everyone wants to work. We are fostering an environment where associates feel like family and have opportunities to grow and succeed," said Stephanie Soto, EVP and Chief Human Resources Officer. "In the year ahead, we are continuing to invest in our people, give back to the communities we serve, and strengthen our business processes to make it easier for our suppliers and customers to do business with us."

### **About Breakthru Beverage Group**

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 nearly 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. For more information, visit [www.BreakthruBev.com](http://www.BreakthruBev.com).

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