

THE POWER OF ONE

BREAKTHRU BEVERAGE GROUP'S CORPORATE SOCIAL RESPONSIBILITY REPORT



2025

A LETTER FROM THE CEO

THE POWER OF ONE



As we reflect on this past year, I am immensely proud of what The Power of One Breakthru has come to represent for our organization. To me, it reflects the extraordinary impact we achieve when every associate brings their talent, dedication, and winning mindset to work toward a common purpose. This collective strength fuels our innovation, drives execution excellence, and delivers industry-leading results across every market we serve.

A powerful example of One Breakthru happened during a pivotal moment in our industry, when we had the opportunity to expand our California business. In less than 90 days, we successfully onboarded, set up a new facility, and delivered for a range of new suppliers while continuing to support our longstanding partners. This achievement resonated across the industry and demonstrated what we can accomplish together.

In 2025, Breakthru was once again honored as a U.S. Best Managed Company for the fourth consecutive year, which earned us the coveted Gold Winner status. This distinction was a recognition of our strategic execution, solid governance, and dedication to our associates and customers.

Our commitment to The Power of One Breakthru was further exemplified through our Learning Maps experience. Associates across markets came together in person to deepen their understanding of our industry, our company, and the impact of their work. This initiative generated more than 2,000 improvement ideas, resulting in tangible cost savings. It demonstrated the extraordinary outcomes that come from unity, collaboration, and shared accountability.

Amid a dynamic and evolving beverage alcohol industry, our teams met change with resilience and focus. By harnessing the power of each individual and our collective talent, our teams continued to deliver best-in-class service to our customers and suppliers while creating meaningful impact in the communities we serve.

Breakthru is a truly remarkable company, with a legacy of success, a reputation for excellence, and the best people in the industry. By improving how we work, leveraging technology, and focusing resources in the right areas, we are well-positioned to continue delivering outstanding results and maintaining our role as a strong, trusted partner across the industry.

Thank you to our associates and partners for bringing The Power of One to life every day through your actions. Together, we are stronger, generate greater solutions, and deliver better results.

A handwritten signature in black ink that reads "Tom Bené". The signature is fluid and cursive, written in a professional style.

Tom Bené
President and CEO
Breakthru Beverage Group



■ Breakthru Market ■ Affiliate



#1
Beverage alcohol broker in Canada



3RD
Largest U.S. wine and spirits distributor



16
U.S. markets and across Canada



59
Offices & warehouses across North America



\$20M
In charitable contributions since 2016



8.1
Associate engagement score (out of 10) top 25% in the industry



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 \$8.2 billion in annual sales and a team of 9,000+ 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 four years in a row.

OUR LEADERSHIP

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



Charles Merinoff

Co-Chairman



Danny Wirtz

Co-Chairman



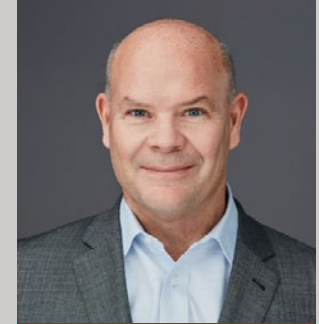
Tom Bené

President and CEO



Melissa Calderwood

EVP and Chief Financial Officer



Dario Skocir

EVP and Chief Supply Chain and Operations Officer



Glenn Remoreras

EVP and Chief Information Officer



Judy Viera

EVP and Chief Human Resources Officer



Aryln Miller

EVP and Chief Legal Officer and Corporate Secretary



Kevin Roberts

EVP and Chief Commercial Officer



Julian Burzynski

EVP and Chief Operating Officer



Scan to see "We Are Breakthru" video

OUR VALUES

BE INCLUSIVE * BE COURAGEOUS * BE PASSIONATE * BE TRUE

CORPORATE SOCIAL RESPONSIBILITY (CSR) APPROACH

BREAKTHRU DRIVES MEANINGFUL COMMUNITY AND SOCIAL IMPACT

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’m continually inspired by our associates and the impact they make every day. From mentoring students to caring for our environment, they lead with purpose and make a lasting difference in the communities we serve.”

- Charles Merinoff, Co-Chairman



OPERATIONAL EXCELLENCE

POWERING PERFORMANCE ACROSS BREAKTHRU



Operational excellence is how we turn strategy into execution, bringing together teams across our business through The Power of One to deliver best-in-class service for our suppliers and customers. Our teams work in sync to drive efficiency, scalability, and continuous improvement across every part of the organization.

At the core of our business is a deep expertise in operations, supply chain, and logistics. These capabilities enable us to move with speed, precision, and consistency, ensuring we keep pace with the evolving needs of our partners and the markets we serve.

We are continuing to invest strategically in our operations to strengthen our network and build a more agile, data-driven organization that supports long-term growth and delivers greater value to our partners. These investments include enhancing our facilities, advancing our technology, and implementing innovative solutions that improve visibility, accuracy, and overall service.

Across our footprint, our teams are focused on optimizing performance through consistent metrics and analytics, streamlined processes, and a shared commitment to excellence. Breakthru is building a more resilient, efficient, and future-ready organization, and we are well-positioned to deliver for our partners today and in the years ahead.



“As the beverage alcohol industry continues to evolve, Breakthru is continuously strengthening our capabilities to provide best-in-class service, execute with excellence, and support the long-term success of our customers and suppliers.”

- Danny Wirtz, Co-Chairman

OUR OPERATIONAL FOOTPRINT

92M

Cases delivered annually

14,000

Deliveries each day

151,000

Bottles delivered on average daily

1,500

Active supplier partners

1,174

Trucks powering our distribution network



BREAKTHRU OPERATIONS LEAGUE

At Breakthru, continuous improvement is a core driver of how we strengthen performance, elevate service, and build a culture of accountability. During our most critical operating season, October through December (OND), we bring this commitment to life through the Breakthru Operations League, a competition across our markets.

This annual initiative is designed to sharpen our focus on operational excellence when it matters most. By aligning teams around key performance metrics, the competition reinforces our commitment to safety, quality, and consistent execution across every market.

Markets across our network compete in a bracket-style format, going head-to-head in weekly matchups. Performance is measured and scored based on key operational metrics, with points awarded for achievements across safety, quality, warehouse performance, and delivery execution. Each week's results determine which teams advance, creating energy, accountability, and engagement across the organization.

This competition ensures we remain focused on the metrics that matter most, driving better outcomes for our people, partners, and customers. By emphasizing safety, operational precision, and service excellence during our busiest season, we build momentum that carries into the new year.

Equally important, the competition fosters connection and engagement across teams. By introducing an element of friendly competition, we create a culture where continuous improvement is not only expected but celebrated.



“The Breakthru Operations League captures the spirit of what makes our operations teams truly excellent—accountability, teamwork, and a relentless drive to improve. By turning performance into a shared competition, we not only elevate our results during our most critical season, but we also strengthen the culture that powers our success year-round.”

- Dario Skocir, EVP and Chief Supply Chain and Operations Officer

OUR OPERATIONS AMBITION

EVERY ASSOCIATE COMES HOME SAFELY EVERY DAY.

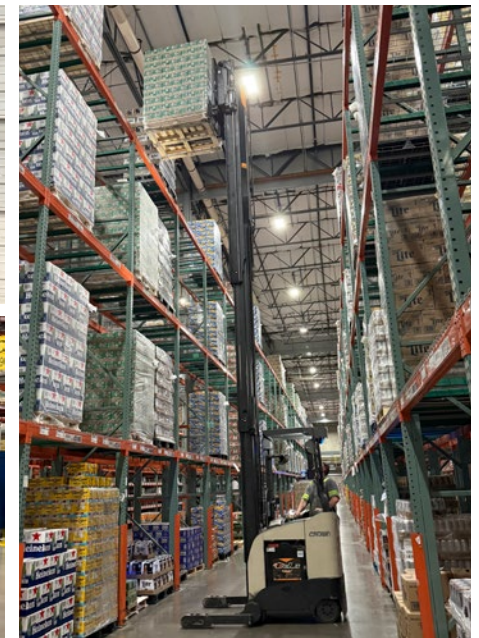
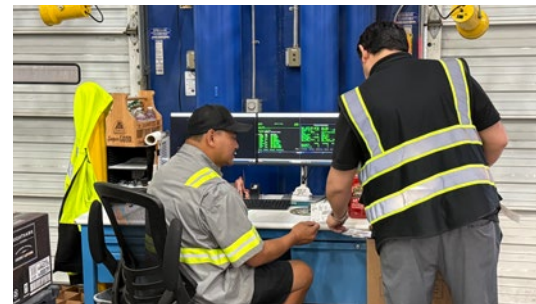
Providing a safe workplace for associates is central to Breakthru's corporate social responsibility. Guided by The Power of One, we recognize that when every associate contributes to safety, the entire organization benefits. Our ambition is to create an environment where everyone can perform to their full potential, positively impact the customer experience, and return home safely, every day.

Safety is a foundational part of our culture and a reflection of our values in action. The well-being of our people is both a top priority and a shared responsibility. We believe that when individuals take ownership and look out for one another, we create a stronger, safer organization together.

Ensuring every associate returns home safely each day remains our highest priority, and to support this commitment, we continue to enhance our safety programs, providing improved resources, training, and tools that empower associates to make safe decisions in every role and environment.

Across our business, associates are encouraged to actively engage in safety through ongoing training, new resources, and opportunities to contribute to a safer workplace. This approach is rooted in a simple but powerful belief: safety is everyone's responsibility. No matter your role, location, or level, each associate has the ability to make a meaningful impact.

Safety is shaped by the choices we make, the habits we build, and the care we show for one another. Whether in our warehouses, on the road, in the office, or behind the scenes, our collective actions help create a safer, stronger Breakthru for all.



SAFETY & SUSTAINABILITY IMPACT

OUR COMMITMENT TO A ZERO-INCIDENT WORKPLACE

In 2025, we continued to advance our commitment to a zero-incident workplace, prioritizing what is best for associates' health, safety, and well-being while driving operational excellence and business performance.



FACILITIES ENERGY REDUCTION & IMPACT:

3,500 gallons of fuel saved; reducing nearly **80,000** lbs in CO₂

Implemented energy efficiency lighting projects at **10%** of our large locations

Achieved an annual reduction of **~2,200** metric tons of CO₂, equivalent to **~5,500,000** miles driven by an average passenger vehicle

SAFETY
SOUND CHECK

2025 SAFETY HIGHLIGHTS

15%

Increase in road safety through Samsara driving safety program

10%

Reduction in road safety events

35,000

Safety courses completed

11,300

Courses completed by sales organization

10%

Reduction in severe accidents

5,300

Safety observations conducted

INNOVATION POWERING OPERATIONAL EXCELLENCE

At Breakthru, innovation and technology are central to our commitment to operational excellence and delivering best-in-class service. As our industry evolves, so do the expectations of our customers and partners. Staying at the forefront of technology enables us to not only meet those expectations but exceed them.

We believe innovation is not just about adopting new tools; it is about building a culture that embraces curiosity, continuous improvement, and forward-thinking solutions. By investing in emerging technologies, advanced analytics, and digital capabilities, we are reimagining how we operate, unlocking efficiencies, enhancing decision-making, and creating more seamless, responsive experiences for our customers.

Our approach is grounded in empowering our people. When equipped with the right technology and insights, our teams can work smarter, move faster, and focus on higher-value activities that drive growth for our customers and supplier partners. From AI-enabled insights to digital platforms that streamline operations, we are embedding innovation into the fabric of our business, ensuring we remain agile, competitive, and positioned for long-term success.

2025 AI SUMMIT

We recognize that the future of innovation will be shaped not only by technology itself, but by how effectively organizations build cultures that embrace it. At Breakthru, we are taking intentional steps to foster AI fluency across our leadership and organization.

In 2025, we hosted our inaugural AI Summit, bringing together our Executive Leadership Team and senior leaders for an immersive experience focused on the transformative potential of artificial intelligence and emerging technologies. Held at an Amazon Fulfillment Center in Tampa in partnership with Amazon Web Services and other leading technology partners, the summit explored the art of the possible, encouraging curiosity, learning, and bold thinking.

This experience marked an important step forward in our innovation journey. By deepening our understanding of AI and its applications, we are better positioned to harness its potential.



“ AI will shape the future of every business, but the true differentiator won't be who has the most advanced model; it will be who builds the most AI-literate culture. We're taking meaningful steps to lead in this space.”

- Glenn Remoreras, EVP and Chief Information Officer



BREAKTHRU CALIFORNIA EXPANSION



In 2025, Breakthru responded to a significant market shift in California that created a unique opportunity for growth. The result was a transformative expansion in one of the most dynamic and competitive markets in the country. In close partnership with cross-functional teams across the business, our California team mobilized quickly to develop and execute a comprehensive growth plan, delivering at scale in just three months.

Guided by The Power of One, teams across our organization and markets came together to align strategy, accelerate onboarding, and deliver with agility. Operations and sales worked in parallel to scale capabilities, complete targeted training, and prepare for rapid growth, all while continuing to deliver best-in-class service to our partners.

Breakthru California has since been selected as the distribution partner for a rapidly expanding portfolio of suppliers, reinforcing our position as a trusted partner and a destination for growth. This expansion represents more than a milestone. It demonstrates what is possible when every associate plays a role and we operate as One Breakthru.



“Our California expansion is a true example of the Power of One Breakthru. What our teams accomplished together in just 90 days was unprecedented and reflects the collaboration, agility, and commitment that define Breakthru.”

- Julian Burzynski, EVP and Chief Operating Officer

CALIFORNIA GROWTH IN ACTION

250+

New roles hired to support expansion

50+

New supplier partners onboarded

500,000

Sq. ft. of new warehouse space established

800

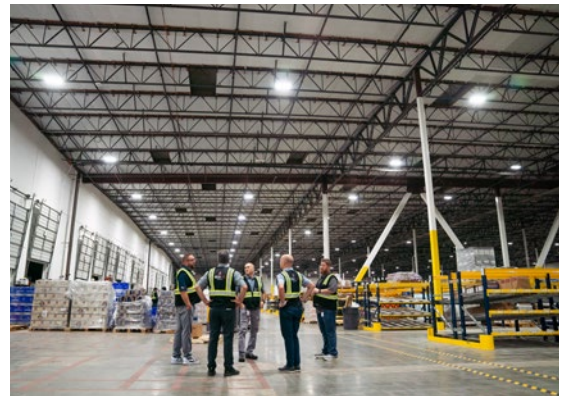
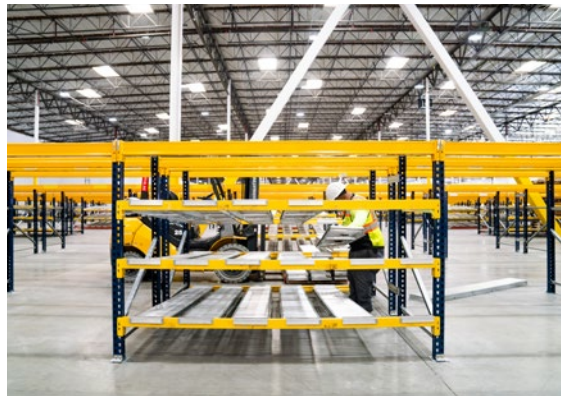
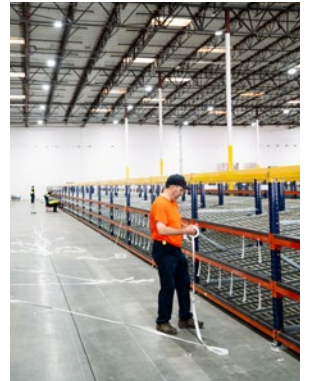
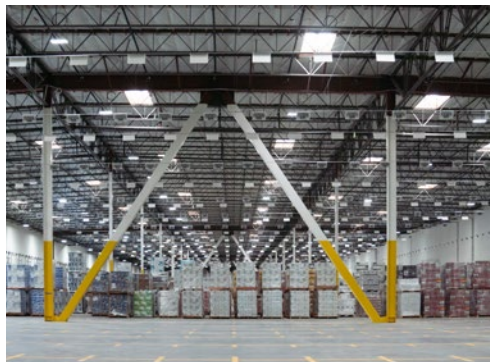
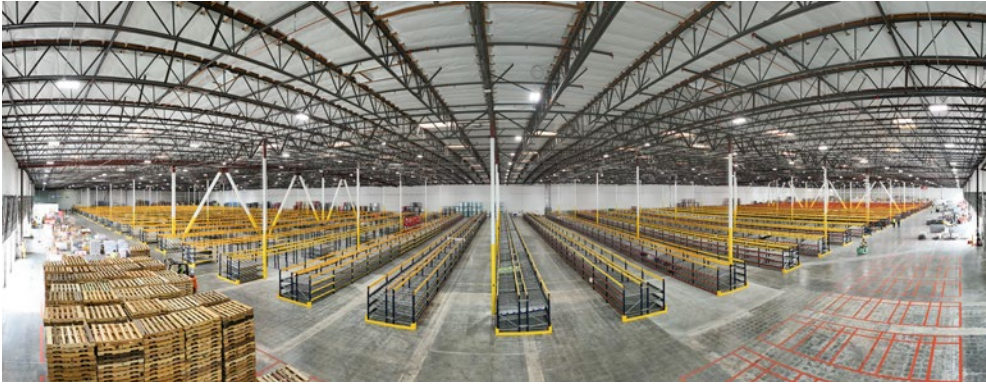
New SKUs added to the portfolio

5M

Incremental cases added to volume

1

New dedicated spirits division



BUILDING DATA-DRIVEN CAPABILITIES

Breakthru recognizes that data literacy is essential to delivering operational excellence and unlocking the full potential of our data and technology investments. To empower our associates and ensure responsible, effective use of data, we launched our Analyst Certification Model, a program designed to build analytical capability, strengthen system expertise, and foster a more data-driven culture across the organization.

This structured certification program equips associates with the skills needed to confidently assess, interpret, analyze, and apply data in their roles. To date, nearly 200 associates have participated in the program, with approximately 150 achieving Level One certification or higher. Beyond validating competencies, certification levels also guide access to data, systems, and tools, ensuring associates are equipped to work within our data environment safely, efficiently, and with impact.

CERTIFICATION PATHWAY

Our Analyst Certification Model is built on a three-tiered structure, enabling associates to progressively deepen their expertise and expand their access to advanced tools and insights.

LEVEL ONE: FOUNDATIONAL DATA LITERACY

Approximately 30 associates are currently designated at Level One certification, establishing a strong foundation in data literacy and system navigation. Participants complete a self-assessment to define their analytical persona, pass a foundational data literacy assessment using internal data, and complete introductory training on consuming reports within our business intelligence platforms. Upon certification, associates gain access to enterprise BI systems, empowering them to leverage data in everyday decision-making.

LEVEL TWO: ADVANCED ANALYTICS & REPORTING

With approximately 110 associates certified, Level Two builds upon foundational skills by advancing analytical capabilities and report-building expertise. Associates complete more advanced data literacy assessments and training focused on creating and sharing reports within our BI systems. Certification at this level grants access to enhanced tools, including Power BI Pro, certified data models, and the ability to share insights across the organization, enabling broader collaboration and data-driven decision-making.

LEVEL THREE: EXPERT-LEVEL DATA ACCESS & APPLICATION

Our most advanced tier, with 10 certified associates, represents deep technical expertise in data analysis and engineering. In addition to completing prior levels, participants earn external certifications, including Microsoft's Power BI (PL-300) and SQL credentials. These associates gain access to our enterprise data lake, enabling them to query, model, and analyze a broader set of data assets. This level of expertise supports advanced analytics, deeper insights, and innovation across the business.

DRIVING A DATA-DRIVEN CULTURE

The Analyst Certification Model reflects Breakthru's commitment to building a data-driven organization that enables industry-leading insights and decision-making. By investing in our people and aligning capability with enablement, we are strengthening our analytical foundation, enhancing operational efficiency, and positioning our organization for continued innovation and growth.



CUSTOMER-FIRST, ALWAYS

Putting the customer first is at the forefront of our decision-making. Delivering best-in-class service means understanding our customers' evolving needs, listening closely, and consistently showing up as a trusted, solutions-oriented partner.

To support this, we've invested in advanced technology and platforms that help us serve customers faster and smarter. These tools provide deeper insights, streamline operations, and enable more personalized, data-driven solutions, empowering our teams to help customers grow, compete, and better connect with their consumers.

BREAKTHRU NOW

Breakthru has made a sustained commitment to digital innovation, transforming Breakthru Now into a faster, more intuitive, and value-driven eCommerce platform. By embedding digital tools into the core of our distribution model, we've modernized how partners engage with us, strengthening relationships while driving measurable growth.

Enhanced ordering capabilities offer real-time insights, such as pricing, recommended quantities, and purchase history, enabling faster, more informed decisions. Features like Product Substitute help maintain continuity during inventory challenges, minimizing disruption and supporting product discovery. Together, these tools create a seamless, trusted ordering experience and contribute to customer retention above 86% year over year.

In 2025, Breakthru Now reached full U.S. market activation across all 15 markets. With \$609M in annual revenue and 26% customer adoption, the platform continues to improve efficiency, expand selling capacity, and support enterprise growth.

BREAKTHRU IQ

Launched in 2025, Breakthru IQ is a frontline sales application designed to unlock actionable market insights and drive smarter selling. The platform empowers sales teams to evaluate customer-specific opportunities, align to goals and incentives, and identify new avenues for distribution and volume growth.

By putting real-time data directly in the hands of sales representatives, Breakthru IQ reduces reliance on manual reporting and instinct alone, enabling teams to build more compelling sales strategies, close more business, and ultimately increase earnings.



Putting the customer first is at the center of everything we do. By investing in innovative platforms like Breakthru Now and Breakthru IQ, we are equipping our teams with the tools and insights they need to serve smarter, move faster, and deliver meaningful value for our customers and supplier partners.”

- Kevin Roberts, EVP and Chief Commercial Officer

OUR PEOPLE

Our success is driven by the strength, dedication, and passion of our associates. Across every market and function, our teams bring our values to life, delivering results, building strong partnerships, and continuously raising the bar to deliver execution excellence. We are committed to creating an environment where associates are supported in their growth, connected through a shared purpose, and empowered to make a meaningful impact. This commitment is reflected in how we recognize achievement, listen to feedback, and invest in the overall associate experience.

RECOGNIZED FOR EXCELLENCE: U.S. BEST MANAGED COMPANY

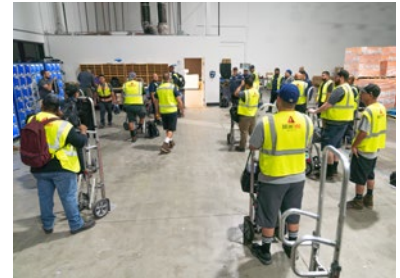
Breakthru was named a 2025 U.S. Best Managed Company Gold Winner, a prestigious distinction recognizing companies that have earned this honor for four consecutive years. This recognition reflects excellence in strategy, execution, financial performance, and governance, alongside a strong commitment to people and partners.

This achievement is driven by our associates and the belief that we are stronger together. The dedication, collaboration, and commitment of our people continue to set us apart, enabling us to deliver on our mission to be the distributor of choice.

ASSOCIATE ENGAGEMENT

We prioritize associate feedback through our annual engagement survey. In 2025, participation was strong with 86 percent of associates completing the survey.

Our overall engagement score increased to 8.1, up from 8.0 in 2024, placing Breakthru in the top 25 percent of Consumer Food, Beverage & Tobacco companies. We carefully review associate feedback and use these insights to enhance the Breakthru Experience for all our associates.



LEADERSHIP SPOTLIGHT



Tom Bené

President and CEO

Selected as a nominee for Wine Enthusiast’s 2025 Wine Star Awards “Person of the Year.”



Ashley Sherman

Vice President of Sales Execution

Beverage Information Group’s 40 Under 40 list of young leaders who show a true passion for the beverage alcohol industry.



Meghan Hamilton

Vice President of Sales

Appointed to the Women’s Leadership Advisory Council at the Wine & Spirits Wholesalers of America.



Jenna Oppe

Director, Business Development

Graduate of WSWA Women In Leadership Executive Education Program.



Kamyra Capehart

Director, National Accounts

2025 Prosper Accelerator



Dan Seda

Senior Director, Trade Development

2025 Prosper Accelerator

LEARNING & DEVELOPMENT

INVESTING IN OUR PEOPLE

Investing in our people's growth and development is a key driver of The Power of One, where the advancement of each associate strengthens our collective success. In 2025, we deepened our focus on learning and development across all levels of the organization, reinforcing our commitment to building a skilled, agile, and future-ready workforce to be the most educated sales force in the industry.

Our approach focuses on equipping associates with the tools, resources, and experiences needed to thrive. This includes enhanced sales training programs, a robust suite of e-learning courses, clearly defined career pathways, and live webinars designed to build critical skills across functions. We also introduced new training tools and resources to support continuous learning and professional development.

By investing in our people, we are not only supporting individual growth, but we are also strengthening our organization as a whole. This commitment reflects the power of coming together as one team, where shared learning and development drive long-term impact for our associates, our partners, and the communities we serve.



2025 PRODUCT KNOWLEDGE MILESTONES

12%

Increase in our WSET Level 3 Wine pass rate

15

Council of Whiskey Masters (new for 2025)

23

WSET Level 2 Sake certification

15%

Increase in our Level 3 Spirits pass rate

301

WSET Level 2 Wine and Spirits certifications

10

Certified Beer Server certifications

ELEVATING CRITICAL SALES ROLES

Our approach to capability-building brings together cross-functional expertise, shared learning, and aligned execution to elevate performance across the organization.

In 2025, two key programs: FSM Ignite and ADS Top Shelf demonstrated how focused, scalable development initiatives can enhance capabilities, improve consistency, and deliver stronger outcomes for our teams and partners.

ADS TOP SHELF

The ADS Top Shelf program was designed to strengthen and standardize the role of the Account Development Specialist (ADS), ensuring consistent value creation across our markets. Through close collaboration between Enterprise Learning & Development (ELD), Sales Execution, and Market Leadership, the program was developed in-house as a comprehensive, multi-faceted learning journey for more than 250 ADS associates.

By aligning expectations and investing in targeted upskilling, ADS Top Shelf is unlocking productivity, accelerating execution, and enhancing customer engagement. The program focuses on building critical capabilities in areas, such as customer segmentation, account planning, and value communication, empowering ADSs to deliver more strategic, insight-driven support to customers.

With 346 unique participants, including 263 ADSs, the program has already demonstrated a strong impact. Participants reported a 12 percent increase in understanding of Goal Model expectations, along with greater confidence in planning, partnering, and executing at the account level. These improvements are translating into more consistent performance and stronger customer outcomes.

Beyond immediate results, ADS Top Shelf is also preparing the next generation of leaders by equipping ADS Champions, sponsors of the program locally, with the skills and experiences needed for long-term success. Their experiences equip them with Leadership Skills for future career development opportunities.

FSM IGNITE

FSM Ignite focuses on strengthening the capabilities of our frontline field sales managers, equipping more than 500 leaders via a live training with the tools, insights, and leadership skills needed to drive high-performing teams. Through structured learning, peer collaboration, and real-world application, FSM Ignite enhances decision-making, coaching effectiveness, and execution consistency across markets.

Together, FSM Ignite and ADS Top Shelf reflect a unified, enterprise-wide commitment to capability-building—ensuring that both individual contributors and leaders are equipped to succeed in a dynamic, customer-focused environment.



THE POWER OF ONE

LEARNING MAPS EXPERIENCE

In 2025, Breakthru brought associates together across all 16 markets for a first-of-its-kind, in-person engagement initiative: The Power of One Learning Maps Experience.

Designed to deepen associate understanding of the beverage alcohol industry, strengthen connections, and reinforce how each associate contributes to Breakthru's collective success, this immersive experience activated the full strength of the organization.

Over the course of two weeks, associates engaged in dynamic, facilitator-led sessions that explored the evolving industry landscape, the inner workings of Breakthru's business, and the critical role each individual plays in driving results. Just as importantly, the experience created space for meaningful dialogue, idea-sharing, and cross-functional collaboration.

The impact of this collective effort was significant. Ideas generated by associates delivered more than \$1.5 million in tangible cost savings, demonstrating the power of shared accountability and execution. Cross-functional teams across all markets continue to evaluate and implement these ideas, ensuring the continuous improvement mindset lives on in our culture.

Beyond the numbers, The Power of One reinforced a core belief at Breakthru: that every associate has the ability to make a meaningful difference. When individuals come together with a shared purpose, even small ideas can create a ripple effect that drives meaningful, lasting change.

This initiative would not have been possible without the dedication of the session facilitators, local leadership teams, and the many associates who supported its execution. Their commitment helped create an experience that was both informative and inspirational.

THE POWER OF ONE

WHAT WAS ACHIEVED

80+

Sessions conducted across 16 markets

4,500+

Ideas and comments generated

9,300+

Associates participated in person

2,000+

Actionable ideas identified



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 for 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

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

2025 TALENT ACQUISITION HIGHLIGHTS

In 2025, Breakthru's digital talent attraction strategy delivered measurable success across the full candidate journey, demonstrating the strength of a coordinated Social, Programmatic, and Career Site approach.



“We provide associates with the learning, development, and opportunity to achieve their career goals. In 2025, we improved hiring efficiency with a new recruiting system, reducing time-to-fill to 36 days, ensuring we get the right talent in the right roles faster.”

- Jamie Thomas, Vice President of Talent Acquisition

2025 TALENT ACQUISITION HIGHLIGHTS

93%

Offer acceptance rate

+64%

Applications vs. 2023

+28%

Conversion rate

230,000

New users on career site

400,000

Visits to the career site



Scan to experience the refreshed career website



THE GREG BAIRD SCHOLARSHIP

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 2025 applicant pool showcased exceptional academic strength, diversity, and came from nearly every Breakthru market.

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

2025 SCHOLARSHIP WINNERS



Klara Schempp
Clemson University



**Alessandro
Sanchez Cirelli**
*Colorado School
of Mines*



Isabella Palisi
*Northeastern
University*



Luke Seymour
*University of
Minnesota-Rochester*



Stephanie Filtcheva
*University of Illinois,
Urbana-Champaign*

BREAKTHRU CULTURE

OUR CULTURE & INCLUSION VISION

To foster a vibrant culture and sense of belonging for all associates.

We are committed to fostering a vibrant culture where every associate feels a strong sense of belonging, brought to life through The Power of One, where each individual's voice and experience strengthen our collective culture. Our vision is to be an industry leader in offering a truly outstanding experience, where associates thrive through meaningful growth opportunities, positive connections, and support for their overall well-being.

Breakthru's culture comes to life through our Associate Resource Groups (ARGs), Culture Ambassadors, equitable recruiting and hiring practices, and robust growth, development, and engagement initiatives. Creating an environment where everyone feels seen, heard, and empowered is foundational to who we are at Breakthru.



ASSOCIATE RESOURCE GROUPS

We believe that when associates are respected and encouraged to share their unique perspectives, it leads to richer dialogue, stronger decision-making, and better outcomes for our business and the communities we serve. Our five Associate Resource Groups: BRAVO, HOLA, Women Who Breakthru, PRISM, and VIBE, play a vital role in fostering connection and community across our organization. These groups provide spaces for professional development, cultural celebration, and community impact, helping to strengthen our culture while driving meaningful progress.



MAKING A DIFFERENCE, ONE STEP AT A TIME

MAKING STRIDES AGAINST BREAST CANCER WALKS

For the fourth consecutive year, Breakthru associates across North America united in support of breast cancer awareness and research by participating in the Making Strides Against Breast Cancer walks throughout the United States and the Run for the Cure events in Canada.

This annual initiative was proudly facilitated by Women Who Breakthru, whose leadership and passion mobilized associates, partners, and communities throughout the month of October. Through coordinated fundraising, team participation, and awareness-building efforts, Women Who Breakthru helped amplify Breakthru's commitment to being a force for good in the communities we serve.

Our collective impact in 2025 was our strongest yet, raising the highest funds in the initiative's history. This milestone reflects not only the generosity of our associates and partners, but also the power of shared purpose.

At its core, this effort is an example of The Power of One in action. When individuals across markets, functions, and communities come together behind a common cause, the result is meaningful, measurable impact. From every step walked to every dollar raised, our teams demonstrated that unified action can drive real change, supporting critical research, advancing awareness, and standing in solidarity with those affected by breast cancer.

Together, we are not only supporting an important cause; we are strengthening our culture of care, connection, and community impact.



POWER IN EVERY STEP

\$62K

Raised

400+

Associates

22

Market teams





HONORING SERVICE, STRENGTHENING COMMUNITY

Breakthru is proud to support service members and Veterans through programs that connect them with loved ones and provide meaningful recognition. Through partnerships, sponsorships, and associate-led engagement, we continue to make an impact in the military community.

OPERATION RIDE HOME

Through Operation Ride Home, supported for a second consecutive year by BRAVO, we helped fund travel for junior enlisted service members to return home for the holidays.

In 2025, Breakthru contributed \$10,000, supporting a program that has reunited more than 14,000 service members and families since 2011 and raised over \$4 million since inception.

HONOR FLIGHTS

We also support Honor Flight Network, which provides Veterans with all-expenses-paid trips to Washington, D.C. to visit memorials honoring their service. Through local hubs, we have helped sponsor flights for Veterans and supported fundraising efforts, such as the Pancakes for Patriots Breakfast, contributing to powerful moments of recognition and gratitude.

CREATING OPPORTUNITIES BEYOND SERVICE

Breakthru’s commitment to the military community extends beyond philanthropy. Through our talent acquisition efforts, we actively seek to attract, hire, and support Veterans, recognizing the leadership, discipline, and diverse perspectives they bring to our organization. By fostering an inclusive hiring approach and creating pathways for career growth, we aim to empower Veterans as they transition into the civilian workforce.



“It’s meaningful to be part of an organization that goes beyond recognizing service with words and demonstrates its commitment through action. Breakthru’s support of military members, Veterans, and their families reflects a commitment to giving back to those who have served.”

- Chris Layden, Labor & Associate Relations Specialist and BRAVO ARG Co-Lead

ARG COMMUNITY HIGHLIGHTS

CELEBRATING PRIDE THROUGH DIALOGUE

In recognition of Pride Month, PRISM hosted and moderated a powerful panel discussion, “Pride as Protest: Strength, Visibility, and Leadership in Changing Times.” The event featured ambassadors from key partners, including Stoli, Gallo, and Brown-Forman, and created space for authentic conversation around identity, advocacy, and leadership.

HONORING CULTURE AND CELEBRATING HISPANIC VOICES

To celebrate Hispanic Heritage Month, our HOLA ARG tapped into the powerful voices in the bestselling book “Calladitas Rising,” a celebration of Latina stories. This roundtable discussion highlighted stories of strength, resilience, and cultural pride. The conversation was both moving and motivational, reinforcing the importance of representation and storytelling in fostering understanding and connection.

SUPPORTING BLACK-OWNED BUSINESSES AND EDUCATION

In celebration of Black Business Month, VIBE hosted a special lunch & learn event focused on elevating Black-owned brands within Breakthru’s portfolio. The experience provided associates with valuable insights into the stories and craftsmanship behind these brands, including Viarae, Intercept, and House of Brown. Select markets also participated in exclusive tastings featuring wines from distinguished Black-owned wineries, offering a meaningful opportunity to deepen product knowledge while supporting Black businesses.



The Breakthru Experience:

HISPANIC HERITAGE MONTH

Virtual Panel Sponsored by **HOLA**

Join us for an inspiring conversation with a panel of authors from the celebrated anthology *Calladitas Rising*.



★★★★★
The anthology brings together over 30 Latina authors who share their powerful stories of breaking free from the traditional saying in their own words, these authors share their secrets of changing the narrative, inspiring change, and declaring that their voices will no longer be silenced!



Monday, September 22

9:30am MST
11:30am CST
12:30pm EST

Join us on Teams!

“Calladita te ves más bonita” – “You are prettier when you are quiet.”

VIBE Presents

WINE WITH DEEJ

Date: August 26th, 2025
Time: 12:00pm - 1:00 pm EST

REGISTER VIA THE CALENDAR INVITE

Celebrate August Black Business Month

Join VIBE and BBG MD’s DJ Alston for a wine tasting of exceptional Black-owned brands within our distributor network.

Tune in virtually or connect with your local culture ambassador to attend in person!



PROSECCO: **Viarae** | CHARLES WOODSON'S **INTERCEPT**

PRIDE PANEL

PRIDE AS PROTEST: STRENGTH, VISIBILITY, AND LEADERSHIP IN CHANGING TIMES

HOSTED AND MODERATED BY: **PRISM**

THURSDAY, JUNE 12TH 2PM ET



LISA WICKHEM
PRIDE ARG LEAD
GALLO

CALEB TRIGO
ASST MASTER DISTILLER
OLD FORESTER

PATRIK GALLINEAUX
LGBTQ+ AMBASSADOR
Stoli



THE BREAKTHRU EXPERIENCE

At Breakthru, we are committed to creating an environment where our associates can grow, connect, and thrive, both professionally and personally. We believe that when our people are supported in reaching their full potential, they deliver their best for our customers, partners, and communities.

“The Breakthru Experience” clearly defines and strengthens what we aim to offer all our associates. This associate value proposition reflects our ongoing commitment to investing in our people and delivering a meaningful, differentiated associate experience.

THE THREE PILLARS OF “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

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*)

LIVE WELL

We believe in investing in all aspects of our associates' well-being. LIVE WELL reflects our commitment to empowering our people to bring their best selves to every part of their lives.


LIVE WELL is designed to support every dimension of one's well-being, which includes physical, emotional, financial, and social health. Through accessible resources, engaging content, and meaningful programs, we aim to meet associates wherever they are on their wellness journey. Whether enhancing physical health, managing stress, achieving financial goals, or building stronger connections, LIVE WELL provides the tools and inspiration to help associates live healthier, more balanced lives.



SOCIAL WELLNESS
Creating meaningful connections



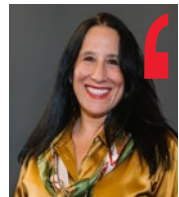
FINANCIAL WELLNESS
Achieving short- and long-term financial health



PHYSICAL WELLNESS
Nurturing their bodies for optimum health



EMOTIONAL WELLNESS
Managing stress and emotions effectively



LIVE WELL is about empowering our associates to thrive in every aspect of life. By supporting physical, emotional, financial, and social well-being, we provide the tools and resources that help our people bring their best selves to work, to their communities, and to their lives.”

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

LIVE WELL

2025 IMPACT

4
Company-wide challenges

895
Challenge participants

220M
Steps tracked



EXPANDED WELL-BEING

In 2025, we continued to evolve LIVE WELL by introducing new ways for associates to integrate wellness into their everyday routines, at work and beyond.

WALK & TALK MEETINGS

We encouraged teams to reimagine traditional meetings by taking conversations on the move. Walk & Talk Meetings promote physical activity, boost creativity, and support mental well-being, offering a simple yet impactful way to stay active while staying connected.

AOP SUNRISE WALKS

During our Annual Operating Planning (AOP) Meeting, leaders came together each morning for energizing sunrise walks. These moments combined movement, meaningful conversation, and relationship-building, setting a positive tone for the day while reinforcing the importance of wellness and connection across our leadership teams.

A CULTURE OF WELLNESS

LIVE WELL is more than a program. It's a reflection of our culture. By embedding wellness into the everyday associate experience, we are creating an environment where our people feel supported, valued, and empowered to succeed—both personally and professionally.



ARG CHALLENGES AND POWERFUL REFLECTION

WALK A MILE IN THEIR SHOES CHALLENGE

Inspired by the mile Dr. Martin Luther King Jr. walked during the 1963 March on Washington, this challenge invited associates to reflect, walk, and honor the ongoing journey toward justice and equality.

9/11 MEMORIAL STAIR CLIMB CHALLENGE

Associates participated in the 9/11 Memorial Stair Climb to honor First Responders and victims of September 11th. Participants climbed or walked 110 stories (2,200 steps), symbolizing the height of the original World Trade Center, as a meaningful tribute to courage, sacrifice, and resilience.



CHEERS!

CELEBRATING THE POWER OF RECOGNITION

Recognition is more than a moment. It's a meaningful part of how we build connection, reinforce our values, and celebrate the impact of our people every day.

CHEERS! was created to make it easy for associates across the organization to recognize and appreciate one another in real time—all in one place, on one platform, and visible for all to see. By bringing recognition into the flow of everyday work, CHEERS! strengthens our culture and reinforces what it means to deliver The Breakthru Experience.

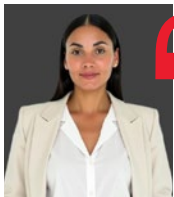
Through CHEERS!, associates can:

- Celebrate colleagues who go above and beyond
- Recognize teammates who exemplify our values and leadership principles
- Acknowledge milestones both big and small
- Share appreciation instantly through customizable e-cards, publicly or privately

Following a phased rollout, CHEERS! was successfully launched across the full network in March 2025, creating a unified, scalable way to celebrate our people nationwide.

ELEVATING MILESTONE MOMENTS

In 2025, we expanded CHEERS! to include an enhanced Key Service Milestone Celebration Program, ensuring career achievements are recognized in more personal and lasting ways. Associates reaching key milestones are now honored with thoughtfully curated keepsakes, including personalized yearbooks and custom anniversary awards designed to reflect their unique journey and contributions.



“Recognition brings our culture to life. Through CHEERS!, we’re creating more meaningful ways to recognize our associates and their impact every day. When people feel seen and valued, it strengthens engagement, connection, and success.”

- Judy Viera, EVP and Chief Human Resources Officer

CHEERS!

RECOGNITION IN ACTION

35K

Site visits

24K

Ecards

2K

Awards presented

3K

Milestone anniversaries celebrated

27K

Recognition moments



THE 9TH ANNUAL BREAKTHRU HOCKEY CLASSIC

IMPACT IN ACTION



Chicago came alive as we gathered for the 9th Annual Breakthru Hockey Invitational and Family Night. From spirited competition on the ice to meaningful moments of connection off of it, the event was a powerful reflection of Breakthru's culture, people, and shared commitment to community.

None of it would have been possible without Breakthru's dedicated associates, generous sponsors, and the friends and families who brought this experience to life, demonstrating The Power of One in action, where every contribution combines to create meaningful impact.

The weekend began with six teams facing off in a series of high-energy matchups defined by both competitive drive and camaraderie. After a thrilling three-way tie heading into the final day, the undefeated Star Nosed Moles claimed the championship, marking their fifth title in nine years.

This year's Invitational raised more than \$187,000 for Breakthru's community partners, the highest total in the event's history.

Proceeds directly support the Blackhawks Foundation's Support West program, which empowers minority-owned small businesses through grants, mentorship, and training. Through this initiative, participating businesses have already created more than 100 jobs for West Side residents.

The celebration continued with Family Night, where more than 1,300 associates and their families came together at the United Center for an evening of connection and fun. More than just an event, the Breakthru Hockey Invitational reflects the power of Breakthru's people and the lasting impact we create in the communities we serve.





OUR COMMUNITY EFFORTS

Giving back to the communities where we live and work is a defining part of Breakthru's culture and purpose. We are proud to support a wide range of charitable organizations across our markets, aligning our contributions with the strategic priorities of our Corporate Social Responsibility (CSR) framework.

In 2025, we partnered with nonprofit organizations across our markets, contributing through financial support, volunteerism, and in-kind resources. These efforts reflect the collective commitment of our associates to make a meaningful, positive impact in the communities we serve.

Since our founding, Breakthru Beverage Group has contributed more than \$20 million to charitable causes, building lasting relationships with organizations that share our dedication to strengthening communities and improving lives.



BREAKTHRU COLORADO SPOTLIGHT

GIVING BACK TO THE COMMUNITY

From grassroots efforts to large-scale, team-driven programs, Breakthru Colorado continues to foster a culture where associates are empowered to make a difference. These initiatives not only strengthen our communities but also deepen connections among our teams and reinforce our shared purpose as One Breakthru.

BBGB & FRIENDS: TURNING MUSIC INTO IMPACT

One of the most unique expressions of community engagement in our Colorado market is BBGB & Friends, (Breakthru Beverage Group Band) Aka The BBGBs. This employee-led charity cover band brings together associates from across the organization, all united by a shared passion for music and giving back.

Performing a wide range of genres, from punk rock to disco, the band spans more than 50 years of iconic hits while showcasing the creativity, collaboration, and spirit that define Breakthru's culture. With a growing lineup of nine members and guest appearances from colleagues across the business, the group continues to build community both on and off the stage. Their story and impact were even recognized in Forbes, highlighting the innovative ways Breakthru associates bring purpose to life.

Proceeds from performances and merchandise sales are donated to charitable organizations selected by event sponsors or the band, supporting causes that matter most to the communities they serve. In 2025, BBGB & Friends (The BBGBs) raised more than \$10,000 for local charities, demonstrating the power of passion and teamwork to create meaningful impact.

VOLUNTOBER: BUILDING STRONGER COMMUNITIES TOGETHER

Breakthru Colorado's commitment to service is also reflected in Voluntober, an annual initiative that mobilizes associates to give back through volunteerism. This program encourages every associate to dedicate time during September and October to support causes that matter to them. By creating flexible opportunities to serve, the initiative empowers associates to engage with their communities in ways that are personal and impactful.

COLORADO VOLUNTOBER 2025 RESULTS

924

Volunteer hours
contributed

207

Associates participated

18

Charitable organizations
supported



MAKING A LASTING IMPACT

A SUMMER OF SERVICE

Giving back to the communities where we live and work is core to who we are at Breakthru. In 2025, we came together around a shared purpose through our Summer of Service, an initiative that mobilized associates across all our 16 Breakthru markets to take action throughout June, July, and August.

From collecting school supplies and preparing meals to revitalizing community gardens and supporting local organizations, our teams showed up with energy and intent. The result was more than a series of volunteer moments. It was a collective effort that strengthened our communities and reinforced the power of coming together to make a meaningful difference.



BREAKTHRU'S IMPACT

2,300+

Service hours were logged

51

Charitable organizations supported

159%

Increase in participation from 2024





OUR PARTNERS

CONSERVATION FUND: SUPPORTING THE ENVIRONMENT

Supporting our communities and protecting the environment are core to Breakthru's commitment to responsible growth. Our Next Generation owner family-members spent time learning about farming operations, weeding, and tending to produce at Rustic Road Farm in Elburn, IL. This experience reinforced the importance of environmental stewardship and the role agriculture plays in building resilient communities.

We are proud to support farmland preservation and local agriculture through our ongoing partnership with The Conservation Fund, one of Breakthru's key charitable partners. The organization advances innovative, nature-based solutions that promote climate protection, sustainable economic growth, and vibrant communities.

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

NO KID HUNGRY: TACKLING FOOD SECURITY

Breakthru is proud to support No Kid Hungry. This nation-wide program, initiated by Share Our Strength in 2010, aims to combat hunger and poverty in the U.S. and globally, focusing on ensuring every child receives three meals a day through school and community meal programs, grants for necessary equipment, and advocacy for improved policies. With 1 in 5 children in the U.S. facing hunger, Breakthru's contributions have played a significant role in raising nearly \$5 million for the cause, underlining a commitment to ending childhood hunger.

PROSPER FORUM: INSPIRING INDUSTRY LEADERSHIP

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 during the 2025 session.



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