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ITALY

Lindenhurst Beverage Distributors **Boening Brothers** Celebrate 110th Anniversary

The business of beverage distribution has changed a lot of the last hundred years, but through all that time, Boening Brothers has been recognized as one of the best in the industry. With a history intimately tied to the development of Long Island, Boening Brothers evolved from a single farmer into a booming business with more than 150 employees.

Their family history began with Phillip Boening, a farmer from Rosedale, Queens, who had been making trips to Brooklyn breweries to purchase spent grain for his livestock. While on his trips, he would frequently pick up beer and bring it back to his neighbors. With the business-mind that he had, Phillip saw how profitable beer distribution was—so Boening Brothers was born.

It wasn't long before Phillip enlisted the help of his two sons, Phillip Jr. and Harry, who would soon take over the business.

Crucial to Boening Brothers survival throughout the years was their ability to adapt to the changing times, and that means surviving Prohibition and World War II. During Prohibition, the company stayed in business as a near-beer and soft drink wholesaler—they became the first company to introduce Pepsi-Cola to Long Island. During World War II, no new trucks could be purchased, gasoline and tires were heavily rationed, and many employees were drafted—leaving Harry to make the deliveries and trips to the breweries himself.

Another reason for Boening

Brothers' success was their ever-growing resume. Over the years, they added many things to their impressive portfolio including: Miller Brewing Co. (they are one of the oldest Miller wholesalers in the country); a new 120,000 square-foot warehouse in North Lindenhurst; Oak Beverages in Blauvelt, which became a sister company servicing New York City and surrounding counties; Yuengling,



PHILIP BOENING, THE FOUNDER OF LINDENHURST'S BOENING BROTHERS, WHICH IS CELEBRATING ITS 110TH ANNIVERSARY.



PURE PILSNER
FROM PILSEN

UNCOMPROMISED SINCE THE BEGINNING

America's oldest brewery; and wines and spirits as well as craft beer.

"We remain committed to the craft beer movement, are members of the Brewer's Association, and Hap Boening is the recipient of the 2011 Golden Tap Lifetime Achievement Award for tirelessly promoting craft beers for decades in business," said Boening Brothers in a statement.

Today, Boening Brothers is run by Harry's son, Hap, and remains a leader in the beverage distribution business, ready for another century-plus of success. 🍻