



GREAT LAKES CONSULTING ASSOCIATES, LLC

Beverage Distribution Management

Company Background

Stephen Cook founded GLCA in 1993. Our consulting activities are well grounded in beverage wholesaler operations and sales. We expanded our activities from beverage distribution management to include beverage supply-chain management because of some fundamentals - beverage distributor's and supplier's goals are virtually the same - "give the customer what they want, when they want it."

"Raising the bar" is a more complicated process for today's wholesaler and supplier. Our client's success continues to rely on how capable they are at transforming their companies to meet the ever-changing market needs. We have achieved our successes by working with our distributors and suppliers in helping them gain competitive advantages, develop growth capacity and improve profitability by focusing on customer service.

Our experience in the beverage industry covers over 60 separate clients/engagements and over 18 years of consulting experience.

Our associates include some of the best beverage sales, beverage marketing and information systems professionals in the country.

Our customers are among the industry leaders and continually provide a great resource for collaboration and business development activities.