



## Markstein Sales Company Hosts 4th Annual Supplier Showcase to Celebrate Suppliers, Retailers and Team Members

Antioch, CA – June 17, 2025 – Markstein Sales Company brought together more than 300 attendees on May 17th for its 4th Annual Supplier Showcase, a celebration focused on the company's supplier partners, dedicated team members and retail customers. Held at Markstein's Antioch, California headquarters, the event featured local food, games, music, giveaways and more than 750 cases of alcoholic and non-alcoholic beverage samples.

With over 60 supplier partners participating, attendees had the opportunity to learn about a wide range of brands through direct engagement, storytelling and product sampling. The event allowed suppliers to connect with the Markstein team members who market and sell their brands every day, helping to strengthen relationships across the entire distribution chain.



"This event is an incredible opportunity to recognize the vital role our supplier partners play in Markstein Sales Company's success," said Jake Popovich, Director of Craft and Innovation Brands. "Inviting them to connect directly with our team and retail partners in a relaxed and engaging setting is part of what sets Markstein apart. This type of hands-on collaboration is a hallmark of who we are and a big reason we've remained a trusted leader in the beverage industry for over a century."





New activities this year included pop-a-shot basketball, a putting green, corn hole and a piñata, with many attendees walking away with custom swag, apparel and specialty product giveaways.



### Positive feedback poured in throughout the day:

- "I've attended the last two events, and I can't wait for the next one."
- "Markstein does such a great job with this event. Thank you for the invite—so glad we made it."
- "You have so many suppliers I didn't even realize you carried. I grabbed a few cards and plan to order next week."
- "Markstein has created a one-of-a-kind event. No one else does this—and seeing the impact on employees and retailers makes me wish others would."
- "I met reps I hadn't connected with before. We're already planning to hit the market together next month."