FOR IMMEDIATE RELEASE
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Western Pennsylvania Beer Wholesaler Gives Back in a Big Way

Pennsylvania beer wholesaler, Frank B. Fuhrer Wholesale Co. is generously donating $40,000 to local retail accounts through two assistance programs.

The first program, HARP (Hospitality Assistance Response Program), is set up through the PA Restaurant & Lodging Association (PRLA). This program gives individual grant money to employees of retail accounts who are on the frontlines on a first come, first serve basis. “When most of us think back to special moments, they were celebrated at our favorite restaurants or hotels. It is our mission to promote, protect and improve the hospitality industry in our state. We are doing everything we can from sharing information and resources to raising funds to serve those who have helped all of us celebrate our moments big and small,” says John Longstreet, President & CEO of PRLA. "We are grateful for the support of Frank B. Fuhrer Wholesale of the HARP fund so we can continue helping our industry's employees facing hardships due to the coronavirus pandemic."

The second program, Be Calm. Be Safe. Be Fed., is through the PA Licensed Beverage & Tavern Association (PLBTA). This program pays for meals prepared by PLBTA Members within the ten qualified counties. Those meals will then be donated to local hospitals, homeless shelters, and other locations through participating restaurants and taverns with cooperation of Frank B. Fuhrer Wholesale staff members. "We’re thankful for the generous donation made by Frank B. Fuhrer Wholesale," said Chuck Moran, executive director of the PLBTA. "As part of National Tavern Month, this donation will be used to help feed the heroes and the hungry of the COVID-19 crisis by purchasing meals from small business taverns and licensed restaurants through our "Be Calm. Be Safe. Be Fed." program. It will help those on the front lines of this deadly battle and those needing food assistance, while providing much needed business to establishments that are struggling to keep their doors open so that all of their employees have jobs to come back to later."

The donation amount will be split between the two programs and will benefit retail accounts within Fuhrer’s ten county servicing area. Frank B. Fuhrer Wholesale Co. services Allegheny, Beaver, Washington, Greene, Fayette, Westmoreland, Armstrong, Butler, Lawrence, Indiana, and the southern portion of Jefferson county.
Frank B. Fuhrer Wholesale Co. is one of the largest beer wholesalers in Pennsylvania. They are a member of the Pennsylvania Beer Alliance and the Pennsylvania Licensed Beverage & Tavern Association. Fuhrer Wholesale Co. is very active within their local community and gives back to numerous charities throughout the year. This pandemic has been no exception to their continued efforts to positivity impact those around them in need. Fuhrer has observed that taverns and restaurants are struggling since they are limited to providing only take-out service in order to combat COVID-19, per Governor Wolf’s order.

“PBA is extremely proud to represent Frank B. Fuhrer Wholesale Co. and all of our Pennsylvania Beer Alliance members who have generously donated resources to help those on the frontline during this crisis”, said Jay Wiederhold, President of the Pennsylvania Beer Alliance. “We are thankful for not only our members and their employee’s hard work but all the healthcare workers and essential employees who put their safety on the line for others every day.”

About Pennsylvania Beer Alliance
PBA is an incorporated, non-profit, trade association made up of franchised beer wholesalers licensed by the Pennsylvania Liquor Control Board to purchase and sell malt or brewed beverages as importing distributors.

About Pennsylvania Restaurant & Lodging Association
The PRLA strives to promote, protect, and improve the hospitality and tourism industries in the Commonwealth of Pennsylvania. PRLA conveys the unified voice of these industries to the Commonwealth’s citizenry and elected officials.

About Pennsylvania Licensed Beverage and Tavern Association
The Pennsylvania Licensed Beverage and Tavern Association represents small business taverns and licensed restaurants in the Commonwealth of Pennsylvania. The Association formed after Prohibition in 1941, reorganized in 2019, and today advocates for best practices and rights within the industry as well as best experiences for patrons.

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