



April 21, 2020
Jimmy Bates
Premier Distributing Company
505-344-0287
Jimmy.bates@premierdistributing.com

Premier Distributing, Budweiser and Michelob Ultra Team Up for Hospitality Industry

Albuquerque, NM: Premier Distributing, Budweiser and Michelob Ultra today announced an on-going fund-raising effort to support the Serving New Mexico Fund, part of the Hospitality Industry Education Foundation, a 501(C) 3 Organization. For every case of Budweiser and Michelob Ultra sold at retail a donation will be made to Serving New Mexico who will then provide grants to hospitality workers that have lost their jobs due to COVID-19.

“Our friends and family in the hospitality industry need a hand right now,” says Jimmy Bates, Executive Vice President at Premier Distributing. “Teaming up with Budweiser and Michelob Ultra to help these folks is just one way we can give back to an industry that supports us.”

About Premier Distributing Company: Premier Distributing Company is a local beverage distributor with 6 branches across the state and employs about 300 New Mexicans. We’ve been a New Mexico business for 34 years and take pride in supporting our community.

About Serving New Mexico: The Serving New Mexico Fund offers financial assistance to restaurant and other hospitality workers facing an unanticipated hardship. The Serving NM Fund is party of the Hospitality Education Foundation and a 501(C) 3 Organization.