

BusinessWire

Sprecher Brewing Co. Named 'Most Deserving' of Small Business Office Makeover by Xerox, Entrepreneur Magazine; 'It's time to spruce up Sprecher and give them some fizz!' says design guru Thom Filicia

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Tapping into the heart of America's small businesses, Xerox Corporation (NYSE: XRX) and Entrepreneur magazine have identified Sprecher Brewing Co. of Milwaukee as the nation's "Most Deserving Small Business" - and the winner of a complete document technology and design overhaul through the companies' 2005 office makeover contest.

Neglecting its own technology and design needs while giving back to its community, Sprecher is an award-winning microbrewery and maker of gourmet sodas that aims to be a model corporate citizen while succeeding as a small business.

"Straight from the 1970s, Sprecher's main office is as appealing as a bad batch of brew. It's time to spruce up Sprecher and give them some fizz!" says Thom Filicia, interior design specialist on NBC/Bravo's Emmy Award-nominated show *Queer Eye*. He will give Sprecher a whole new look as part of the grand prize.

"Sprecher is a model American small business that's been dedicated to its community. We can't wait to go in and brew up a sleek, functional office so the company can continue to do great work."

Xerox's heritage is in transforming the way people work, and Entrepreneur magazine's mission is to empower entrepreneurs worldwide to start and grow successful companies. Through the makeover, they will show small businesses how they can take small steps to make their offices more efficient and productive.

Among Sprecher's annual projects, it donates tens of thousands of dollars worth of beverages - last year it participated in more than 25 fundraising events - for organizations such as the Muscular Dystrophy Association and Milwaukee Athletes against Childhood Cancer. Other contributions are made to several groups that serve children such as Milwaukee Children's Hospital and Sam's Hope, a reading program.

And, the microbrewery has operated its own charity festival for 16 years. "Sprecherfest" is a two-day family-friendly event that raises up to \$20,000 annually for the local public television station. The 2005 festival begins today.

Now it's Sprecher's turn to be on the receiving end. While the company has been busy supporting the community and building up its business, it hasn't put the same effort toward its office technology, business processes and decor.

"In an ideal world, nonprofits helping those in need would cease to exist because there would be no need for their services," says Randy Sprecher, owner and founder, Sprecher Brewing Co. "Unfortunately, we do not live in an ideal world, and we at Sprecher realize that if we have the capacity to help a legitimate cause, we should."

As winner of Xerox and Entrepreneur's makeover contest, the microbrewery will receive an entirely redesigned workplace, including an office technology assessment, digital multifunction

systems, software, color printers and other services from Xerox; office furniture from The HON Company; and design services from Filicia.

Without the document technology needed to effectively market its products, Sprecher Brewing has relied on its quality and reputation to sell beer and gourmet sodas. The company's office systems are close to what they were when the microbrewery started 20 years ago, and office workers lack an efficient information-management system for electronically documenting sales and marketing efforts.

"We're going to transform the way Sprecher works by prescribing the right combination of technology and services - including color printers, multifunction systems and document-management software - all designed with small businesses in mind," says Michael C. Mac Donald, Xerox's chief global marketing officer. "The results will show that small businesses can improve the way work gets done by taking a fresh look at the way they work and investing in the right office technology."

The lack of a document-management system at Sprecher has resulted in cabinets full of inactive files and limited knowledge sharing. And, even with a line of colorful sodas like Ravin' Red and Orange Dream to promote, Sprecher's office staff relies on a black-and-white all-in-one device and printer for all document production.

Sprecher's furniture is described as "a collection of items from rummage sales." The HON Company will provide desks, chairs and storage systems from its full line of professional office furniture that is designed to be durable and flexible - allowing the microbrewery to add on as it grows.

"We want to make their office comfortable and productive," says Dave Burdakin, president, The HON Company. "Through a combination of furniture and design, Sprecher's office environment will accurately reflect the success of this entrepreneurial company."

In addition to these office upgrades, Sprecher will receive a three-year subscription to Entrepreneur magazine.

Judges also selected two runners-up from the nationwide search. First runner-up is Millman Multimedia, a full-service multimedia firm in Baltimore that has donated photography services to September's Mission and the NAACP. It will receive a Xerox WorkCentre(R) C2424 solid ink color multifunction system.

Second runner-up is Mahoney Architects, an architectural services firm in Tiburon, Calif., that contributes to numerous charities including Children's Miracle Network and the Petaluma Educational Foundation. It will receive a Xerox Phaser(R) 8550 solid ink color printer. Both companies also receive new office chairs from The HON Company and a three-year subscription to Entrepreneur.

Sprecher Brewing Co.'s makeover will be featured in the November issue of Entrepreneur, due to hit newsstands in late October.

From April 11 through June 30, Xerox and Entrepreneur called on U.S. small businesses that go beyond their primary business function to give back to their communities to enter the "Most Deserving Small Business" makeover contest. A panel at Entrepreneur reviewed the entries and selected the finalists. A panel of judges - Filicia; Burdakin; Stephen Jordan, vice president and executive director of the U.S. Chamber of Commerce Center for Corporate Citizenship; Dan Holtshouse, director of Xerox corporate business strategy; and Rieva Lesonsky, senior vice president and editorial director of Entrepreneur Media Inc. - selected the three winners.

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