



**Contact** Jamie Schwierske  
**Telephone** +1 720.406.7442  
**Email** [j.schwierske@wildgoose-meheen.com](mailto:j.schwierske@wildgoose-meheen.com)  
**Website** [www.WildGoose-Meheen.com](http://www.WildGoose-Meheen.com)

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## **WILD GOOSE CANNING – MEHEEN MANUFACTURING EXPANDS SALES TEAM**

*Creates Regional Sales Structure to Meet Growing Craft Beverage Demand*

(Colorado, USA) – Wild Goose Canning – Meheen Manufacturing, the premier U.S. designer and manufacturer of craft beverage canning and bottling systems, has announced the addition of five Regional Sales Manager positions to its sales team. The new regional sales structure will help Wild Goose – Meheen manage its significant growth and meet rising domestic and international demand for its canning and bottling lines.

George Allen will oversee the Midwest U.S. region. His 12 years of craft brewing industry experience includes involvement with operations, expansions, packaging, sales, marketing and distribution. George has consulted with dozens of craft breweries across the U.S. to assist in all phases of growth and development.

Philip Coker, who will serve the Southeast U.S. region, has spent the past 15 years helping shape the southeastern craft beer revolution, participating in statewide legislative committees and co-hosting festivals and meetings to bring product directly to consumers. He previously managed a brewery sales department and opened territories for a beverage distribution company.

Mario Guerra has been appointed to the Southwest U.S. region. He recently served as a regional sales manager at Hach Company, providing water quality instrumentation including dissolved oxygen equipment to beverage and related industries. Mario has held prior positions as an account manager with Ecolab in the Food and Beverage Division and in quality control positions within the pharmaceutical industries.

Chris Leach, who will manage the Northeast U.S. region, has run a small draft beer system installation business for the past 10 years and most recently served as northeast sales manager for Doc's Cider/Black Dirt Distillery. Previously, he worked in distribution as a sales representative for Gasko & Meyer, business development manager for Union Beer and area sales manager for the Craft Beer Guild of New York. Chris began his craft beer career with New York's Keegan Ales.

Sean McAskill, Production Manager for Meheen since 2016, will transition to Regional Sales Manager of the Pacific Northwest U.S. region. Sean has served as the critical interface for Meheen customers, implemented a perpetual inventory system and revised and organized the part number system and structure.

“We are excited to bring our new industry and sales professionals on board,” said Chris Fergen, CEO of Wild Goose – Meheen. “Our growth opportunities in these craft beverage markets are phenomenal, and the expansion of our regional sales structure will allow us to complement our world-class customer service, operations and innovation teams.” In recent years the company has seen a substantial increase in requests for craft-focused packaging systems from premium producers of beer, cider, wine, spirits and more.

## **About Wild Goose Canning – Meheen Manufacturing**

Canning system producer Wild Goose Canning and bottling counterpart Meheen Manufacturing partnered to form Wild Goose – Meheen in 2016. Wild Goose – Meheen offers microbreweries and other craft beverage producers the world's best canning and bottling solutions to suit their needs. With an emphasis on product innovation, craftsmanship and exceptional customer service, Wild Goose – Meheen helps craft makers can and bottle their best product for their customers. For further information, please visit [www.WildGoose-Meheen.com](http://www.WildGoose-Meheen.com).

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