

Horizon Wine and Spirits

EXPANDING OUR HORIZONS SINCE 1947

While Horizon Wine and Spirits has been a familiar face on the business landscape of Chattanooga since 1961, the company traces its roots back to 1947. That is when Harold "Jobe" Bernard and James Gordon decided to pool their limited resources and launch

B & G Wholesalers in Nashville. With one warehouse man, a truck, and a single brand of bourbon, Bernard and Gordon founded the business which today ranks as one of the largest distributors of

wine and distilled spirits in Tennessee.

"The two partners felt that the eastern Tennessee market was on the verge of a major expansion in the early 1960s, and decided to establish a presence in Chattanooga," states Andy Cox, the president of Horizon Wine and Spirits in Chattanooga. "They were also requested by one of their major suppliers to locate in the area. A number of strategic acquisitions over the years has made us one of the largest wine and distilled spirits distributors in eastern and middle Tennessee."

The move proved to be fortuitous. Horizon's 85,000 square foot state-of-the-art distribution center on Tag Road now anchors the Chattanooga operation, which employs forty-eight people. The company has embraced the latest in information technology, relying on recently developed software systems that have streamlined operational efficiency. Real time sales and

inventory figures are instantly available and updated by the minute. Implementation of this new technology has helped Horizon maximize its growth potential for the coming years.

Horizon continues to diversify its product line. The distilled spirits the company currently represents are among the finest from around the world, including the most called for brands in the industry. Horizon represents wineries from more than twenty countries. In the non-alcoholic market, Horizon distributes a wide variety of mixers.

The company also plays a leading role in sponsoring community-wide events and marketing all the products they represent. Horizon's knowledgeable staff are often found conducting educational seminars, wine tastings and dinners, and other promotions and services for their suppliers.

"We are also very proud of the role we are playing in educating people in our community in the responsible consumption of alcohol," Cox notes. "We often work with local charities, including the Cancer Society, the March of Dimes, and others in a variety of fundraisers and events. We plan to continue our focus on close interaction with our community on the responsible consumption of the products we represent. With more than 11,000 offerings representing our suppliers, we are committed to ensuring the safe and responsible distribution of wine and spirits to our licensed customers."

