

Atlas Sales, Inc. Employee Recognized in National Spotlight Program

Brad Lucas Highlighted by National Beer Wholesalers Association

BATTLE CREEK, MI – Michigan beer distribution company [Atlas Sales, Inc.](#) is pleased to announce that **Brad Lucas**, night shift leadman, has been recognized in the [National Beer Wholesalers Association](#) (NBWA) [Employee Spotlight Program](#). Lucas has worked with Atlas Sales, Inc. for two years, having started as a merchandiser. As night shift leadman, Lucas is responsible for leading the loading crew in getting orders built, organized and ready for delivery to Atlas' customers.

Atlas Sales, Inc. distributes beverages in eight counties throughout Southwest Michigan, including Allegan, Barry, Branch, Calhoun, Eaton, Kalamazoo, St. Joseph and Van Buren counties.

America's 3,300 independent beer distribution facilities [employ 130,000 men and women](#) in communities across the country. The [NBWA Employee Spotlight Program](#) highlights standout beer distribution employees and showcases their achievements.



Atlas Sales, Inc. Operations Manager **Brad Gwathney** said, “Brad Lucas is a great employee with a great attitude. As a shift lead on the loading crew, he works hard to ensure that orders get loaded correctly and in a timely manner.”

“Brad also is a reigning champion of Atlas Sales Paddle Battle, a company ping pong tournament,” **Gwathney** added.

Atlas Vice President Bud Dunn said: “Brad exemplifies what we do at Atlas every day, and that’s helping our small business partners grow and compete. He’s a key part of the team that working hard every day to help our brands succeed. We’re grateful to have terrific employees

like Brad and many others who work hard, support our partners and give back to our community.”

“It is often noted that many beer distribution companies are family-owned and -operated, and many of these businesses operate as an extended ‘family,’ with employees who have worked in

the business for years,” said **NBWA President and CEO Craig Purser**. “NBWA’s Employee Spotlight Program recognizes these standout employees who are the face of the American beer industry in their communities.”

About Atlas Sales Inc.

Atlas Sales, Inc. has been in operation as a family owned beverage distribution company since 1933, serving the Battle Creek and surrounding areas. The company was founded by Theron (Pick) Fagan after the repeal of prohibition in 1933. Atlas Sales was one of the first companies organized to distribute beer and wine when Prohibition ended in Michigan. During the past eight decades, the company has been located in five different warehouses that were ever larger and more modern. After Fagan’s death in 1983, Fagan’s wife Frankie Fagan took over. She then passed the business down to her son, Greg Dunn.

In addition to providing quality beverages and services, Atlas today is a major employer in the Battle Creek area and is actively involved in numerous community charities, events, programs and other humanitarian causes. Atlas is especially active in statewide efforts to fight illegal underage drinking and reduce drunken driving, working in conjunction with law enforcement agencies, community advocates and education leaders.

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