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## **HORIZON COMPLETES RELOCATION DEAL TO MOVE FROM AVON TO NORTON**

*Relocation could add as many as 35 jobs.*

**AVON, MA (June 21, 2011)** -- In a major company expansion, Horizon Beverage Co. has purchased the recently-vacated General Motors distribution center in Norton and adjoining land for just over \$21 million. The expansion will bring new jobs to Norton and generate significant new revenues for local businesses.

Horizon -- a family-owned distributor of spirits, wine and beer currently based in Avon -- plans to expand the 404,000 square-foot facility by about 40%, says Neil R. Markson of the law firm Bernkopf Goodman, which represented Horizon on the purchase and proposed expansion and assisted in permitting the project.

Work on the Norton building, which sits on nearly 56 acres, is expected to begin early next month. The renovated facility will be roughly double the size of its current Avon location, which was sold in conjunction with the purchase of the Norton facility. Horizon plans to move all 381 current employees to Norton and create an additional 35 jobs. The company estimates the relocation will result in roughly \$500,000 of annual spending with local businesses.

"This expansion project not only is good for Horizon, but it is a real boost to the economy of Norton," says Michael Epstein, Vice President of Operations and General Counsel. Last month, the town lost a major employer when food-services company Sysco moved its operations after more than 30 years in Norton.

The Horizon relocation deal included more than \$2.5 million in state and local tax incentives, negotiated with the assistance of Medway-based Business Development Strategies. Through the commonwealth's Economic Development Incentive Program, Horizon was able to secure tax benefits in the form of a state investment tax credit, tax increment financing and a personal property tax exemption.

These tax incentives, approved by the state in March, made the project "financially viable," Epstein says.

Horizon customers include liquor stores, restaurants, lounges, hotels and other establishments including Fenway Park and Gillette Stadium.

### **About Horizon Beverage Company:**

Horizon Beverage Company is a family owned and operated wine and spirits distributor located in Avon, MA. The company has grown to employ hundreds of Massachusetts residents and has become the largest distributor of spirits, wine and beer in New England. We distribute the world's top spirit, wine and malt brands. Our portfolio includes a full range of products from exclusive super-premium items, to popularly priced mass-market goods. We draw upon our 75 years of experience in

sales, marketing and service to help our customers be more successful beverage retailers. For more information on Horizon Beverage, go to [www.horizonbeverage.com](http://www.horizonbeverage.com), or call 800-696-2337.

**About Bernkopf Goodman:**

With over a century of experience, Bernkopf Goodman LLP is a full-service Boston law firm specializing in commercial real estate, corporate and business law, and civil litigation.

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