

# Enterprise

## LOCAL BEAT



### The Four "Tusker-teers"

Dick Ziglar, president of Ziglar Distributing Co., left, Willie Davis, president of the West Coast Beverage Co., Michael Josten, secretary and treasurer for Creative Import Marketing Co. Ltd., and William Ziglar, beverage wholesaler for Ziglar Distributing Co., toast the introduction of Kenya Breweries Limited's Tusker Beer to Winston-Salem at a reception at the Twin City Club. The beer, which is known to have been a favorite of Ernest Hemingway, is available at Food Lion, Winn Dixie, Kroger and several convenience stores.

## Beer from Kenya makes debut in Winston-Salem

By KEITH WILLIAMS  
Special to the Chronicle

Tusker Malt Lager, an award winning beer brewed in Kenya, is now available in Winston-Salem.

The beer, which is brewed by Kenya Breweries Limited, is being imported, distributed and marketed by Creative Import Marketing Co. Ltd., which is headed by Willie Davis, a Hall of Fame football player who played for the Green Bay Packers under the legendary Vince Lombardi.

Davis was in Winston-Salem last week to attend a reception at the Twin City Club sponsored by Ziglar Distributing Co., which is marketing the imported beer in the Winston-Salem Area.

Davis said he first discovered Tusker beer during a trip to Kenya in 1984. He had just returned to his hotel after spending a day in the jungle when he took his first sip of Tusker and was hooked on the taste.

"I came back and started talking with people about the product," said Davis, who also is president of Los Angeles-based Willie Davis Distributing Co. "Basically, we tried

to secure the rights for the brand and a year later we had a signed agreement."

By mid-1987 Tusker beer was being sold in the U.S., said Davis, through a network of beverage distributors.

Dick Ziglar, president of Ziglar Distributing Co., said Tusker is being sold in Winston-Salem at Food Lion, Winn Dixie, Kroger and several convenience stores. The Black Velvet Lounge plans to also stock the beer along with Village Tavern and the New Market Grill.

"We're increasing distribution every day," said Ziglar. "The introduction was last Wednesday and we've had a good response since then. People really like the beer."

Tusker is available to consumers in 6-bottle cartons and 24-bottle cases. The bottles feature a label with scenes of elephants, zebras, giraffes, and wildebeest grazing at Mbiniba Springs under the shadow of Mount Kilimanjaro.

Davis said Tusker beer has met with great success in the U.S. However, some people had initially thought the beer might be brewed

in South Africa, but they have learned that Tusker was made in East Africa by a firm whose principal shareholders are East African natives.

"We are not only bringing to American consumers one of the world's most prestigious beers, but we are also giving an immense boost to the economy of a friendly Black, democratic third world country modeled after the British system and allied with the Western world," said Davis.

Kenya Breweries Limited is a wholly-owned subsidiary of East African Breweries Limited. The company employs more than 4,000 people, a majority of them native Americans.

Tusker was first brewed in Kenya in 1922 by the brothers Charles and George Hurst, who fell in love with the African Country after a hunting Safari. At the time, the only beer available in Kenya had to be shipped from 6,000 miles away. The beer was named Tusker in 1923, after George Hurst was killed by a charging bull elephant.

Tusker has been a popular beverage to anyone who has ever travelled to Kenya. Ernest Hemingway, who loved Africa, is known to have been a Tusker beer drinker.

Tusker is also a quality product. The beer was the Gold Medal winner in the 1985 World Beer Competition in Belgium and in the 1985 World Bottled Beer Competition.

Davis said Tusker is ranked among the world's top 20 beers by *Beer Wholesalers* magazine.

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Check here if you would like to become a member of the Minority Business League.

**Minority Businesses Working Together  
For A Better Business Community**

## BRIEFLY NOTED

### Johnson joins First Federal Savings as branch manager

Carl E. Johnson has joined First Federal Savings of Winston-Salem as branch manager.

A native of Madison, Johnson has worked in the banking industry since 1980.

After receiving his degree in business administration from Livingstone College, he worked as branch operations manager with Wachovia in Kernersville.

Johnson lives in Winston-Salem with his wife, Marsha, and son, Bernard.



Carl E. Johnson

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