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S.R. Perrott Inc. Beverages

Ormond Beach beverage distributor expands

By [Anthony DeFeo](#)
anthony.defeo@news-jrnl.com

Published: Wednesday, December 25, 2013 at 7:14 p.m.

ORMOND BEACH

After nearly a decade of false starts due to a bad economy, locally based beverage distributor S.R. Perrott Inc. is constructing a new, larger warehouse facility on the northern end of Ormond Beach.

The company, in business since 1962, distributes MillerCoors products, along with about 200 other varieties of beer, about 40 different wines and several non-alcoholic beverages.

"Business is good," said Gary Connors, executive vice president for the company.

The improving business outlook is the main reason S.R. Perrott decided to expand now, he explained. The company has owned the North U.S. 1 property north of Hull Road since 2005 and made some improvements to it in 2007, but delayed building the large distribution center itself for years.

"In 2008, we didn't know where it was going with the economy," said Connors.

The company currently works out of a 40,000-square-foot facility at Perrott Drive, off of West Granada Boulevard. After it relocates the warehouse operations into its new 90,000-square-foot facility, it will maintain its administrative offices at its current location, at least for now. The larger facility is expected to be completed in May 2014.

Space is so tight at their current facility that the company's 141 employees are split between three different buildings, Connors said. A major benefit of the new warehouse will be having everybody under one roof. The company has added 15 employees since 2008, he said.

"We look to add as we gain market share," said Connors.

The expansion is also being done with the future of the family-owned business in mind.

"We did this for our children," he said. "Our daughters are coming up in the business and it's going to be for their futures."



News-Journal photos/DAVID TUCKER

John Fontana, project superintendent for ARCO National Construction Beverage Group, second from left, explains how the tilt-up walls are constructed Thursday to, left to right, S.R. Perrott owner and president Michele P. Connors, Colleen Connors-Timko, Gary Connors and Eva Connors McMullan at the new distribution center for S.R. Perrott at 1280 N. U.S. 1 in Ormond Beach.

Joe Mannarino, economic development manager for Ormond Beach, said the new warehouse is the result of years of on-and-off negotiations.

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“We’ve been working with them for several years now and they had decided they needed additional distribution space,” he said.

“They had purchased that site several years ago. We got the dialogue started again and put together an incentive package for them and (the City Commission) approved it in September.”

As part of the deal, S.R. Perrott will receive property tax reimbursements of about \$100,000 over a five-year period. The company will also be eligible for funds to offset a utility project estimated to cost \$140,000-\$160,000 to extend a sewer line to the property.

In the future, Connors said he hopes to lease out parts of the company’s old facility.