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Kristen Distributing Company Celebrates 95 Years in Business

Texas-based distributor honors nearly a century of service, growth, and family tradition

Bryan, TX — Kristen Distributing Company is privileged to celebrate 95 years in business, a major milestone for the fourth-generation, family-owned beverage distributor serving Central Texas.

Founded in 1930, Kristen Distributing has grown from humble beginnings into a leading supplier of both alcoholic and non-alcoholic beverages. Serving 23 counties across Central Texas, the company proudly supplies over 2,100 retailers with a diverse portfolio of approximately 1,300 products, including adult beverages, Red Bull, water, and sodas.

With distribution facilities in Bryan and Temple, including a 93,500-square-foot, temperature-controlled warehouse, and an annual volume exceeding 3.5 million cases, Kristen Distributing continues to deliver unmatched service, industry expertise, and strong partnerships throughout the region.

The company has earned a reputation for excellence, backed by decades of national recognition. Some of the accolades include:

- **Boston Beer Company** – #1 Distributor in Texas (2019 & 2020), #1 Distributor Network (2009 & 2010)
- **Diageo** – Distributor of the Year (2019)
- **Heineken** – Red Star Award (2024)
- **MSBU** – Constructors Cup Champion (2013)
- **MolsonCoors** – Excellence Award (2024), Quality 365 - 100% Quality Achievement (2024), On-Premise Special Recognition (2002), Largest Volume % Increase - Coors (2002), Adolph Coors Founders Award (2002), President's Award (2002), President's Award (2001), Excellence Award (2001), Excellence Award (2002), Recognition of Superior Retail Execution (2001)
- **Nestlé Waters** – Distributor of the Year (2009)
- **Red Bull** – Top 10 Distributors (2020, 2024), Bull of the Year (2022)

Kristen Distributing also produces an in-house soda line, Boots Beverages, a nostalgic craft brand originally founded in 1948 by Boots Kristen. Revived in 2013 by Mark Kristen, the brand celebrates Texas heritage with vintage flavors inspired by the 1940s and '50s. Each glass bottle features stories and photos from the Kristen family archive, connecting customers to the brand's deep Texas roots. Boots Bottles are available in 45 states, bringing a taste of Texas to shelves nationwide. While the bottled sodas are produced off-site, Boots Fountain Drinks are proudly manufactured in Bryan, Texas, offering signature flavors in a convenient format for local restaurants, festivals, and events. "We're proud to celebrate Texas heritage through vintage flavors and share the simple joys that connect people to our family's story," said Jacob Kristen, President of Boots Beverages.

In addition to its performance, Kristen Distributing made major strategic moves, including acquiring the Texas A&M Athletics Import Sponsorship in 2020, followed by the Domestic Beer and Flavored Malt Beverage sponsorship in 2023, both considered key opportunities for continued growth and brand visibility.

"This milestone is a celebration of our team, our family, and the customers who've supported us for generations," said John Kristen, President. "We're proud and grateful for our legacy, and even more excited for what's ahead."

"Reaching 95 years in business is a testament to the hard work of our team, the loyalty of our partners, and the values my grandfather built this company on," said Mark Kristen, CEO. "We've grown, adapted, and innovated through four generations, and we're as committed as ever to serving our community, supporting our employees, and getting better every single year."

Kristen Distributing also strives to distinguish itself in community involvement and employee engagement. The company proudly gives back to the community through partnerships with local youth programs like the Boys & Girls Club and FFA chapters, dedicated support for first responder organizations, and cultural events including the Hispanic Forum, Fiesta Patrias, and many others. Additionally, Kristen launched KDC Day, an internal initiative focused on employee development and strengthening company culture. Beyond business, Kristen Distributing is actively involved in educating the public about responsible alcohol consumption and the laws surrounding it.

As the company marks 95 years, it sets its sights on 2030, when Kristen Distributing will be honored to celebrate a century in business.

About Kristen Distributing Company

Kristen Distributing Company is a family-owned beverage distributor based in Bryan, Texas. Since 1930, it has proudly served Central Texas with a diverse portfolio of beverages, strong community relationships, and a commitment to excellence.