



Michael Corrigan Joins K1 as Chief Business Development Officer

February 22, 2024 – K1 Management Services is pleased to announce the appointment of Michael Corrigan as its new Chief Business Development Officer.

In his new role, Corrigan will be responsible for driving strategic business growth initiatives, fostering key partnerships, and spearheading expansion efforts for K1 and all of its stakeholders. With over 25 years of experience in the beverage industry, Corrigan brings a wealth of knowledge and expertise to the organization.

Prior to joining K1 Management Services, Corrigan served as Chief Sales Officer of New Belgium Brewing Company, successfully leading a top 10 craft supplier in a challenged category to become the fastest-growing number 1 craft brewer in the US. As the company transitioned from being 100% employee-owned to its acquisition by Kirin/Lion in 2019, Michael supported a smooth transition, offering steady sales leadership during a global pandemic. He then spearheaded the integration of the sales team after acquiring Bells at the end of 2021, which established the largest craft platform in the US. During Michael's tenure at New Belgium/Bells, he doubled the sales force to over 250 team members and enhanced their impact through training platforms, 60-day sales initiatives, and a go-to-market strategy, making them best-in-class partners for distributors and retailers nationally. This team solidified craft's placement in convenience and has opened the door for craft in this highly competitive channel. His proven track record of leadership, driving growth, and execution make him an invaluable addition to the K1 team.

"We are thrilled to welcome Michael Corrigan to our executive leadership team," said Curt McCamon, President and COO of K1. "His extensive experience and demonstrated leadership in business development will play a pivotal role in driving our company's growth strategy forward. We are confident that Michael's strategic vision and industry insights will further strengthen our position in the markets we serve."

Corrigan expressed his enthusiasm for joining K1 Management Services, stating, "I am honored to be appointed Chief Business Development Officer and excited to collaborate with the talented team at K1. I look forward to leveraging my experience to identify new opportunities, forge meaningful partnerships, and drive sustainable growth for the organization. In this next chapter of my career, we will work together to create a platform that is recognized and trusted to be one of the best in the industry."

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About K1 Management Services (K1)

K1 Management Services (K1) is working to transform beverage distribution through shared services that meet suppliers' needs and a model that supports the local culture and heritage of generational businesses. Formed through the combination of Superior Beverage Group, Houston Distributing, and Caffey Distributing/Carolina Premium, K1MS supports the KEG 1 operating entities. Each K1 distributor is aligned in its commitment to integrity and excellence, and each maintains its unique identity tailored to the specific culture, climate, and history of its business and market. K1 empowers local businesses by providing support and resources to maximize efficiencies and increase value.