

Reyes Holdings, founded in 1976 by brothers Chris and Jude Reyes, has evolved from a modest South Carolina beer distributor into a multi-billion-dollar global force in food and beverage distribution. Over the past five years, the company's revenues have consistently trended upward, reflecting its carefully executed acquisitions, strategic partnerships, and continued investments in infrastructure and technology. While exact figures can be challenging to verify due to its private status, industry estimates place Reyes Holdings' revenue at around \$28 billion in 2019, climbing to approximately \$29 billion in 2020. As global markets rebounded and consumers returned to on-premise dining in the wake of the pandemic, the company's revenue reportedly reached around \$31 billion in 2021. In 2022, Reyes Holdings was believed to have surpassed \$33 billion in sales, a milestone that underscored its growing influence among food and beverage distributors. More recent estimates for 2023 have positioned the company at or above \$35 billion in revenue, reflecting a robust portfolio anchored by its three main business units: Martin Brower, Reyes Coca-Cola Bottling, and Reyes Beverage Group. Central to this substantial growth are the Reyes brothers themselves, who maintain an active role in overseeing the organization's strategic direction, reinforcing the family-centric nature of the business, and upholding core values such as integrity, quality, and innovation.