**Startup Failure Post-Mortems 2014 Second Update (9/24/2014)**

### Berg

~~Title: [Week 483](http://blog.bergcloud.com/2014/09/09/week-483/)~~ **(NOT WORKING)**

Product: [Berg](https://www.cbinsights.com/company/berg)  
Product Link:

We’ve not reached a sustainable business in connected products. But: There’s our troop!  
Cultural inventions! I’m proud of this British Experimental Rocket Group. Thank you fellow travellers, in your thousands. Behind the mountains, there are more mountains.

# Berg

FOOD & BEVERAGES | Alcoholic Beverages

[bergliquorcontrols.com](https://bergliquorcontrols.com/)

## About Berg

Berg manufactures a complete range of beverage and liquor control systems for liquor, beer, wine, and other beverages. It is based in Monona, Wisconsin.

## Berg Headquarter Location

2160 Industrial Drive

Monona, Wisconsin, 53713,

United States

**People**

|  |  |  |  |
| --- | --- | --- | --- |
| Matt Webb |  | Chief Executive Officer | Current |
| Nick Ludlam |  | Chief Technology Officer | Current |
| Mark Cridge | [Blue State Digital](https://www.cbinsights.com/investor/blue-state-digital), [Isobar](https://www.cbinsights.com/investor/isobar), and Modem Media | Chief Operating Officer | Former |

**Competitors & Partners**

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| --- | --- | --- | --- | --- | --- |
| **Date** | **Type** | **Business Partner** | **Country** | **News Snippet** | **Sources** |
| 11/24/2020 | Partner | AdventHealth | United States |  |  |