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REYES FLA AND BEERBOARD STRIKE DEAL

One of Reyes' distributorships in Florida is using BeerBoard's online ordering system and incorporating it into their online system. Florida Distributing Company (FDC), which is part of Reyes Beer Division, is integrating BeerBoard's SmartOrders online ordering system for accounts to order beer into its current system in Orlando. As you may know, Reyes utilizes a proprietary online ordering system for its accounts, and this is presumably a bolt-on to that system.