



## WHY MOBILE? Moon Pies and Elbow Grease...

After over two years of consideration, B.R. Williams has decided to open a distribution center in Mobile, AL. The 147,000 square foot facility will offer a complete suite of distribution/logistics services: cross-docking, LCL consolidation and distribution, complete inventory management, distribution, packaging, kitting, complete supply chain management, drayage, full-truckload and LTL services. It will be open for business on **October 1st, 2015.**

That's what it will do and when it will do it. But why Mobile? B.R. Williams is very excited about joining the Mobile business community. ***In truth, B.R. Williams loves Mobile. There is much to love about Mobile...but moon pies and elbow grease are well up the list.***

Mobile is like no other metro area in Alabama or the Gulf Coast for that matter. The culture, the industry, the influence, and the character are all entirely unique to Mobile. The only cities that compare closely to Mobile are the East Coast port cities of Savannah, GA and Charleston, SC. All three have economies that are fully intertwined and dependent upon port activity. One can also walk down the street downtown in all three and see the deep historical roots and strong colonial, French and Spanish influence. All three cities were built and are sustained today by the blood, sweat, tears and toil of a blue collar workforce. Yes they all may be quite similar. But how similar could they be to Mobile without moon pies? Moon pies are a very popular, albeit exceedingly processed, confection very popular in the South.

As something of a mascot of Mobile and Mardi Gras, they have taken on a life of their own such that their value far exceeds their worth as a simple treat. Oh moon pies may be sold elsewhere. But do they raise a giant moon pie to usher in the New Year? They do not.

## WHY MOBILE: MOON PIES AND ELBOW GREASE

Do they covet, anticipate and celebrate Mardi Gras on any comparable scale to Mobile? They most certainly do not. Mobile's Mardi Gras celebration is the original celebration and is still the second largest. Of "family friendly" Mardi Gras celebrations, it is the largest and the best. Just ask anyone that resides in Mobile or Baldwin county and they will tell you as if you had asked if the sky is blue. Can you look upon the bay and smell the salt air, frying oysters and azaleas in a perfect bouquet of olfactory delight? Hardly. **Only in Mobile.**

No. There are no true comparisons to Mobile and B.R. Williams cannot wait to open our doors October 1st. The Management Team will almost certainly have to check in on our new investment frequently. We thank them for their sacrifice...but someone has to grit their teeth and stay at the historic Battle House...someone will need to hold their nose and eat a burger at Callahan's or Oysters Rockefeller at Wintzell's...someone will have no choice but to entertain potential partners over a round of golf at Magnolia Grove. The job has to be done, and our management team won't rest until it is done with excellence.

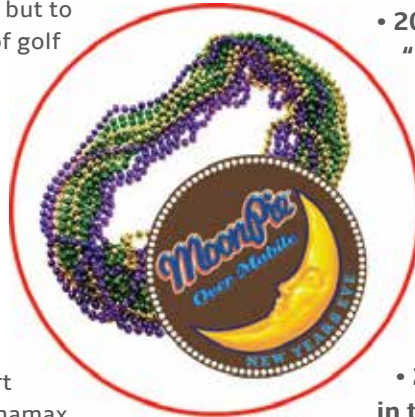
However, Mobile being a great place to visit, live, and work does not independently make Mobile a smart location for doing business. It just happens to also be...and in a very big way. Why? Elbow grease. How much elbow grease? After the channel and turn basin are dug down to 50 feet, the port will then be able to accommodate Post-Panamax tankers that can hold up to 300,000 deadweight tons of elbow grease. That much...and then some.

From the pipe fitter to Mayors past and present. From the Spoolbase heavy equipment operator to the fry cook at Bluegill. From the stevedore to the commodore, **Mobile gets after it.**

Manufacturing, distribution, fabrication, sanitation, software, hardware, firmware and flatware all have a home in Mobile. The state and local leadership has done a tremendous job of aggressively pursuing major corporations to relocate or begin operations in Mobile.

They have done this while continuing to nurture and cultivate the existing and future business climate. Thus, it is not only attractive to locate in Mobile, it is attractive to stay there for the long haul. Not sold? Here are a few other opinions via [www.mobilecountyal.gov/business/economicdev.html](http://www.mobilecountyal.gov/business/economicdev.html):

- **June 2014-Business Facilities ranked Mobile 3rd among its "Top 10 US Metro with Highest Economic Development Growth Potential"**
- **November 2014-Global Trade Magazine named Mobile among America's Best Cities for Global Trade**
- **November 2014-Business Insider Australia ranked Mobile among the 15 Hottest American Cities for 2015**
- **2014-MSN ranked Mobile the 10th "hottest" city in America-calling Mobile the "Southern Trading Hub of the US"**
- **2015-CNN Money ranked Mobile 5th nationwide for a "living wage"**
- **2015-Forbes.com ranked Mobile 1st among Mid-sized Cities for New Manufacturing Growth**
- **2015 FDI Magazine ranked Mobile 5th in the Small American Cities of the Future 2015/2016-Business Friendly**



The elbow grease flows from Mobile like torrential rains pushed by gale force winds down Water Street ...otherwise known by Mobilians as "Wednesday". "Moon pies and elbow grease" is not a poorly named Country Western band, nor is it a very unpopular appetizer at Felix's.

***It is the reason that B.R. Williams is heading to Mobile with enthusiasm, optimism and confidence...and we could not be more proud to be joining the Mobile area business community.***



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