



Throughout his 25 years as Triangle Distributing and Heimark Distributing president, Peter Heimark stands out as a prime example of how to build a family legacy through hard work, resilience, and strong business partnerships that include, but also extend beyond, his family members. Peter Heimark believes that strong partnerships in the beer business pay off with shared success, as exemplified by a skilled and ambitious colleague who grew from entry-level delivery driver to top salesman, or his three generations of family members who provide strategic counsel to this day, or even the dozens of employees who stood by his business during an unprecedented reorganization.

Meet Peter Heimark

President of Heimark Distributing



Peter Heimark is a CFBD board member, Chairman of the NBWA Board, and the third-generation CEO of Heimark Distributing – and he accredits his professional success to his family. His grandfather started Heimark Distributing off a chance interaction with a driver delivering beer from Los Angeles to General Patton’s troops training in Desert Center. After pulling over to help a driver from Downtown LA’s Eastside Brewery whose truck had broken down, Peter’s grandfather drove the remaining distance to keep the beer cold, splitting the commissions along the way. A week later, the brewery hired him as a full-time distributor and a career was born. That career later grew into a business.

Peter relayed this story in his NBWA Board Chairman acceptance speech last fall. He emphasized the resilience and business acumen his family’s wholesale business, renamed Triangle Distributing and based in Los Angeles, demonstrated in the coming decades. They were on the ground floor with multiple legacy brands like Anheuser-Busch, and along the way, they created hundreds of good jobs with an emphasis on creating partnerships based on trust and openness.



When Peter just started as President of Triangle Distributing, he rode along with a delivery driver to familiarize himself with the company’s employees and operations. While out on route, the driver asked Peter if he could be honest and open about the company’s strengths and shortcomings. Peter accepted and encouraged this employee’s bluntness, and promised the young delivery driver he would listen to and incorporate his feedback. He also shared with driver that if continued to engage and partner with the company, he had a strong future career. Today, that driver is the sales and service director for Peter’s business – and, most importantly, a strong and consistent partner to the company.

Those values and partnerships built over decades have been crucial to creating a resilient business that could adapt to the most surprising transitions. Peter’s distributing business was forced to relocate and reboot their business in the wake of a surprising supplier contract cancellation

right before the COVID-19 pandemic. Just like his grandfather in the 1930s, Peter found opportunity in the Coachella Valley, restarting his business as Heimark Distributing in sunny Indio, California. Despite the challenges, Peter put his head down and found a creative way to thrive, adding more than 100 jobs and 1,500 new accounts in the process.

The transition wasn’t easy. Instead of hiring one or two new workers a month, Heimark Distributing had to bulk hire, train, and organize dozens of new employees all at once. An unprecedented pandemic and subsequent worker shortage didn’t help matters. Adding to the chaotic rush was Peter’s commitments to NBWA and CFBD, but he

had built a team he could trust and rely upon to take responsibility and lead day-to-day operations while Peter fulfilled his responsibilities as an industry leader. Most importantly, the employee partnerships and values built up over two decades of leadership and three generations of Heimarks had created an open culture employees wanted to commit to – allowing Heimark Distributing to re-hire much of the team from Triangle Distributing.

Today, Peter and Heimark Distributing are continuing to meet challenges with a passion for beer. As on-premise sales return to earlier heights and the company expands into their new territory in inland SoCal, the future is bright for Heimark Distributing and their suppliers, from long-standing partner Anheuser Busch to the latest craft brewers on the market. Heimark Distributing and its employees – which still count in their ranks multiple family members, including 90-year Don Heimark as Chairman of the board – will continue to meet any challenge or opportunity with hard work, resilience, and passion.

After all, it’s the beer business, and Peter Heimark wouldn’t want to be anywhere else.

