

RYDER AND  
OAK BEVERAGES:  
DELIVERING  
NEW YORK'S  
BEER WITH  
RELIABILITY,  
PARTNERSHIP,  
AND PURPOSE

For more than a century, Oak Beverages has brought some of the world's most recognized beers to bars, restaurants, grocery stores, and retailers across New York. As one of the region's leading distributors—covering 12 counties, including the five boroughs—Oak manages a high-velocity, high-complexity operation. Every day, its fleet makes roughly 500 deliveries, carrying 3.5 million cases annually across more than 1,500 SKUs. To serve a market this large, dense, and demanding, Oak depends on one thing above all: reliable trucks and a partner who keeps them moving. For more than a decade, that partner has been Ryder.

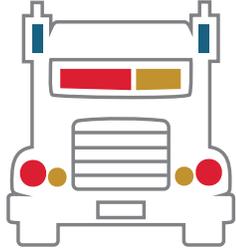
*Oak Beverages*  
INCORPORATED

**Ryder**  
Ever better.™

# THE OUTSOURCING DIFFERENCE

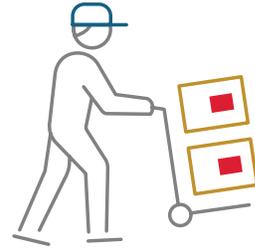
The Ryder and Oak Beverage relationship by the numbers:

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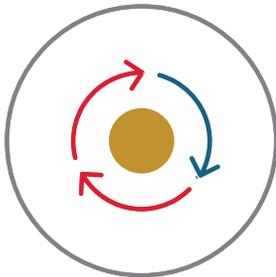
40+  
Vehicles Leased from Ryder

500+  
Daily Deliveries



20 – 30  
Stops Per Truck Daily

99.9%  
Vehicle Uptime



12  
Counties Served in  
New York State

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## A Relationship Built on Partnership—and People

When Oak Beverages began expanding its footprint and portfolio, the demands on its fleet grew as well. The company needed a solution that could keep its trucks on the road, reduce administrative burden, and help them adapt to industry changes—especially rising regulations and driver shortages.

According to Patrick Bracho, who oversees Oak Beverage's fleet and operations, the biggest change came when Ryder introduced the Oak team to a more collaborative, solutions-first approach.

"Our Ryder account manager, Luis Carlos gives us the tools we need to succeed. He listens, he gives us options, and he's honest about what's possible. He's an extension of our business," says Patrick.

Oak's leadership felt the same from the administrative side.

"Ryder is that piece that everybody has to come together on," says Marlen Bracho, chief strategy officer for Oak, and Patrick's wife. "The more we learn about the services Ryder offers, the stronger partners Ryder become for people like us."

That partnership led to three major operational improvements—each one critical to Oak's growth.

## CDL Shortages Were Limiting Oak's Hiring Pool

New federal training requirements and a shrinking CDL-licensed workforce made hiring drivers increasingly difficult—and costly—for distributors throughout the Northeast. Oak needed a way to keep its delivery operation staffed without compromising service.

Working closely with Oak, Ryder helped design and source a fleet of non-CDL trucks, adjusting body specs and weight distribution to meet requirements. This gave Oak access to a larger, more affordable labor pool—critical in a union environment where CDL wages were rising rapidly. "All industries are struggling to get CDL drivers," says Patrick. "Moving to non-CDL trucks was a big help to our fleet, and Ryder guided us through everything."

Today, Oak operates a mixed fleet of approximately 40 Ryder-leased vehicles, including a growing share of non-CDL units.



## Administrative Burdens Were Slowing Down the Business

When it comes to managing a fleet, the volume of regulatory and administrative work tied to it can become overwhelming. For Oak Beverages, tasks like HUD stickers, registrations, fuel tax reporting, mileage integration, and various state and federal requirements consumed large portions of time for employees who were far more valuable focusing on sales operations and supplier relationships.

For a distributor juggling thousands of SKUs and nearly 10,000 customer accounts, the cumulative drag of compliance work wasn't just inconvenient—it was becoming a barrier to efficiency.

Ryder stepped in to assume responsibility for the full suite of administrative tasks associated with operating a commercial fleet. Instead of managing licensing, registrations, HUD requirements, IFTA filings, and back-end reporting internally, Oak now relies on Ryder's centralized services to handle all of it with accuracy and speed. For Marlen, the impact was immediate.

"We don't want to be in the transportation business," says Marlen. "We don't want to hire mechanics or manage HUD stickers. That's not our business—selling beer is. Ryder took so much work off our plate."

By removing administrative burden, Ryder gave Oak something even more valuable than cost savings: time back to concentrate on operations, customers, and portfolio growth rather than paperwork.

## Fleet Uptime Was Critical in a High-Velocity Delivery Network

Oak's delivery routes span dense metropolitan areas and long suburban stretches, with trucks making 20–30 stops per day. Any vehicle downtime or maintenance backlog can quickly result in missed deliveries, lost product freshness, overtime labor costs, and dissatisfied suppliers. Reliability isn't a nice-to-have—it's fundamental to the distributor's brand and service promise. Oak needed a maintenance model that could keep pace with the relentless rhythm of beverage distribution.

To ensure uninterrupted uptime, Ryder implemented an on-site maintenance model staffed by two dedicated technicians—one covering early mornings and another supporting late afternoons. This structure guarantees that mechanical issues are handled the moment they arise, often before a truck ever leaves the yard. The result is a fleet that stays on the road instead of sitting in line at an external shop. With PMs handled proactively and repairs completed quickly, Oak has virtually eliminated the need for spare vehicles. "The on-site system works so well, I eliminated the extra spare truck," Patrick noted, emphasizing just how reliably the fleet operates today. Suppliers have noticed too.

"It's a real showpiece for our suppliers that our trucks are never down," says Marlen. Ryder's on-site mechanics impress everyone who visits."

This consistent uptime improves driver satisfaction, reduces operational costs, and keeps Oak's delivery promises intact.

## A Partnership Designed for Growth

As Oak continues expanding brands, SKUs, and service areas, the role of the fleet becomes even more critical. And Ryder's partnership extends beyond maintenance and trucks—it's rooted in shared accountability and trust.

"If I succeed, you succeed," says Patrick. "If I don't succeed, you don't either. Ryder makes my job easier, and that's priceless."

For Oak Beverages, the difference isn't just the trucks. It's the people behind them.

## About Oak Beverage

Established in 1980 by Hap Boening to distribute beer in the northern counties of the New York metro area. Oak Beverages since then has expanded to servicing New York City's five boroughs as well as Westchester, Putnam, Dutchess, Rockland, Sullivan, Orange, and Ulster Counties. Under the leadership of CEO and President Debra Boening who is the first Woman Chairperson of the New York State Beer Wholesalers Association, Oak proudly stands as the only Woman Owned Beverage Wholesaler in the State of New York. Oak Beverages is also a member of the Rockland Business Association where they have been honored with the Pinnacle Award in the "Women's Forum for Outstanding Achievements by a Woman-Owned Business" category, being recognized for their consistent record of exceptional business performance and growth.

## About Ryder System, Inc.

Ryder System, Inc. (NYSE: R) is a fully integrated port-to-door logistics and transportation company. It provides supply chain, dedicated transportation, and fleet management solutions, including warehousing and distribution, contract manufacturing and packaging, e-commerce fulfillment, last-mile delivery, managed transportation, professional drivers, freight brokerage, nearshoring solutions, full-service leasing, maintenance, commercial truck rental, and used vehicle sales to some of the world's most-recognized brands. Ryder provides services throughout the United States, Mexico, and Canada. In addition, Ryder manages nearly 250,000 commercial vehicles and operates nearly 300 warehouses encompassing more than 100 million square feet. Ryder is regularly recognized for its industry-leading practices; technology-driven innovations; corporate responsibility; environmental management; safety, health and security programs; military veteran recruitment initiatives; and the hiring of a diverse workforce. [ryder.com](https://www.ryder.com)

"Great companies are made up of great people—and we feel that with Ryder," says Marlen. "We're thankful for partners who solve problems with us."

– Marlen Bracho,  
Chief Strategy Officer, Oak Beverage

