

ST. CROIX COUNTY | WISCONSIN 2014

# Business Review



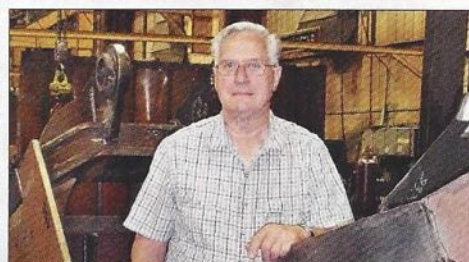
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about us...

**Sportsmans  
Redneck Juice,  
Sportsmans  
Bar & Grill**

217 Main Street  
Somerset, WI 54025

**Packaged at:** Snappy Valley Foods,  
265 Moundview Road, Suite 7,  
River Falls, WI 54022.

**Owners:** Ed and Missi Fazekas

**Brief description of  
product/services:**  
Homemade Bloody Mary mix

**Year founded:** 1997

**Number of employees:**  
4 (Ed and Missi Fazekas,  
and two of their children)

**Phone:** 715-760-1093

**Website:**  
[www.sportsmansredneckjuice.com](http://www.sportsmansredneckjuice.com)

**Email:** [Ed@Redneck-Juice.com](mailto:Ed@Redneck-Juice.com)

■ Ed and Missi Fazekas at the Sportsmans Bar & Grill in Somerset with their line of Sportsmans Redneck Juice. The packaging (a vinegar jug, a mayonnaise jar and duct tape label) pays homage to how selling the mix all began when they struggled to find containers for all the bulk orders.

## Redneck Juice: a smashing success

By Sarah Young  
[syoung@rivertowns.net](mailto:syoung@rivertowns.net)

Sportsmans Bar & Grill owners Ed and Missi Fazekas knew their homemade Bloody Mary mix was top-notch. But who knew once they began marketing Sportsmans Redneck Juice to the public last fall it would be sold in 175 grocery stores, liquor stores, bars and restaurants in nine months?

The overwhelming success of Redneck Juice is a classic example of how determination, belief in oneself and a product, hard work and a good recipe can go a long way.

"My goal was 50 locations in one year, but now I might have to push it up to 200," Ed said. "We are so excited at how well it's going. I knew it was a good product, but we are surprised at how much good feedback we've been getting."

The Fazekas, who have owned the Sportsmans at 217 Main St. in Somerset for almost 19 years, perfected their Bloody Mary recipe over that time. It grew so popular with patrons that they were making it by the buckets full, and struggling to find enough adequate containers to put it in.

Ed and Missi got the idea to sell their mix to the public because they were getting a lot of requests from people to buy it in bulk.

"With all the campers and tubers in the summer, we were selling a lot of it," Ed said. "We would put it in whatever containers we could find — washed out sour cream containers, milk jugs, five-gallon buckets, one- and two-quart to-go cups. That way people could take it back to the campgrounds. We were easily going through 40 to 50 gallons some weekends."

The mixes, including a recently introduced spicy mix, are now made in bulk, packaged and distributed from Snappy Valley Foods in River Falls. The packaging is meant to be "redneckish," being sold in mayonnaise jars and vinegar jugs with the duct tape labeling, as an homage to the days when they would put the juice in any container they could find to fill customer orders.

"We wanted to start out small and not get too big too fast," Ed Fazekas said.

"It's a local product, so I've been focusing on Wisconsin. We'll start out with a small circle and add a little more, then a little more."

Last spring, the Fazekas' signed on with Bill's Distributing, a beer and non-alcoholic beverage distribution company out of Menomonie.

"Ed and Redneck Juice Bloody Mary Mix have been an exceptional addition to our portfolio here at Bill's," said Troy Wilkens, Bill's Distributing area manager. "Redneck Juice has surpassed our early sales estimates and continues to grow each week. Ed also has been a great ambassador to his brands, attending many samplings and promoting his product."

Ed said he markets the mix by just being himself. He said it also helps that Redneck Juice is a local product.

"I basically introduce myself, get them to sample it and talk to them about who we are and how long we've been in business," Ed said. "Usually when they

taste our new product they are on board. Being we're a small, local, family business made in Wisconsin, a lot of people want to work together and try to help each other out."

Ed said he sold more than 50 cases at the Taste of Minnesota this summer. He and the family attend many local festivals and events to get the word out about their product. The next one on his list is the Minnesota Hospitality Expo in St. Paul Sept. 16.

Ed said the mix is great for recipes other than drinks. He has used it in chili, tomato soup, enchiladas, lasagna and hot dishes.

Sportsmans Redneck Juice sells for \$6.99 to \$7.99 per half-gallon, depending on the store. It's also available at the Sportsmans Bar & Grill for \$7.95.

For more information visit [sportsmansredneckjuice.com](http://sportsmansredneckjuice.com), visit their Facebook page or call 715-760-1093.

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