

## REFRESHMENTS

# Best Fridge Ever

Think you've got plenty of beer? A westside company puts your paltry inventory to shame.

No matter where you're drinking beer this month—and with March Madness on the tube, you're surely drinking beer somewhere—chances are good that your beverage came from one of the biggest—if not *the* biggest—beer coolers in the world. The 32,000-square-foot behemoth is located in Monarch Beverage's 283,360-square-foot warehouse near the airport. "We're definitely the largest in the state," says VP of sales Randy Myers, "and maybe one of the top two or three in the country."

The massive cooler came about because of two requirements: one from Indiana's convoluted liquor laws, and the other from the Coors Brewing Company. Indiana law says that beer must go from the manufacturer and through a distributor before being sold at the retail level—and that each distribution company can only operate out of one location. Monarch exclusively supplies most brands of beer, except Anheuser-Busch products, to the southern two-thirds of Indiana. That's a lot of beer to keep under one roof, especially when much of it is Coors, which insists that its beers remain refrigerated in transit.

So how many cans, bottles and kegs of beer move through that space? Too many to count, but Monarch offers up a couple of examples: On average, 20 truckloads of Miller products—with each truck carrying about 1,800 cases of beer—arrive at Monarch's docks every day. (That's roughly 864,000 bottles, *every day*.) About 250,000 kegs move through the doors each year. And more than 600 people work three shifts, seven days a week, to sell, track and move all that beer. The rest is up to you. —Liz Joss



### A KEG UP ON THE COMPETITION

In Monarch Beverage's beer cooler, one of the largest such facilities in the world, kegs, bottles and cans await delivery.



## Art on the Menu

A recent lunch got us to thinking: Is art for sale in restaurants a good buy? It can be, says Christopher West, a curator at the Indianapolis Museum of Contemporary Art. "There's absolutely nothing wrong with just buying something you like," he says. And, he adds, such art is often inexpensive. Three examples:

### PLUM'S UPPER ROOM

112 Main Street, Zionsville

**WHAT?** Animal paintings by Scarlet Cramer, \$345–\$525; photos by C.T. Spalding and Nathaniel Edmunds, \$75–\$222

**WHY?** To be part of the community, says owner Jayne Nolting: "People who are interested in buying a painting are in here at the same time as the artist."

### LOS LLANOS

8421 North Michigan Road

**WHAT?** Abstracts by Rosa Maria Dies, \$475–\$850

**WHY?** To teach non-Hispanics a little something about Latino culture, says owner Manuel Castro.

### URBAN ELEMENT

901 North Pennsylvania Street

**WHAT?** Paintings by S. Jane Mills (prices not yet available)

**WHY?** "The art provides a constantly changing atmosphere," says owner Shea Rousselle.

—Chelsea Schneider

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