

News



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PETERS BILLIARDS RACKS UP NATIONAL HONORS

MINNEAPOLIS (June 18, 2007)—Minneapolis-based retail landmark Peters Billiards recently was recognized with several significant national honors from Brunswick Billiards and Olhausen Billiards – the country’s two leading billiards brands.

At a national conference in May, Peters Billiards was recognized as one of two companies in the country with the Best New Store Operations for 2006, an award given out annually by Brunswick. Winners are selected by a committee made up of Brunswick executives, management, and sales and marketing team members and based on excellence both in the front- and back-end elements of the business.

“Peters Billiards offers the ultimate in customer experience at every touch point – from the retail presentation, store design and layout, to customer service and satisfaction,” said Roland Murray, vice president of sales, Brunswick. “They do a phenomenal job and hands-down deserve this recognition.”

Brunswick also recognized Peters Billiards this spring as being the largest national single-store retailer for the brand based on sales. Brunswick has more than 370 retail dealers in the United States and Canada and more than 100 single store retailers. This is Peters’ second consecutive recognition in this category.

Olhausen also recognized Peters Billiards this spring as being the largest single-store retailer for its brand in the country. Olhausen has more than 250 dealers in the United States and Canada – 85 to 90 percent of which are single-store dealers. In addition, Peters is a top five dealer for Olhausen within the entire network.

“For 50 years, Peters has strived to offer our customers the best in customer service and high-quality products,” said Greg Peterson, owner of Peters Billiards. “We’re proud of the innovative new game room store we opened last fall, and we’re honored to be recognized by the country’s best billiards brands.”

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About Peters Billiards

Peters is the exclusive Twin Cities retailer for both the Brunswick and Olhausen brands. Known for its billiards collection, custom billiards work and antique tables, the store also has the largest kitchen and bar stool selection in the Twin Cities and carries specialty items including game tables, in-home theater seating, bars and entertainment centers, artwork and video games.

Celebrating its 50th anniversary, Peters Billiards is the premier Twin Cities retailer of in-home games and recreation equipment. Founded in 1957, the Minneapolis landmark is the largest single-store game room supplier in the five-state area. Greg Peterson purchased the company in 1972 from founder Ken Peters, and today Peters Billiards is a thriving family-run business. For more information about Peters Billiards, visit www.petersbilliards.com.

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