



A dock is not to park

The time to manage dock efficiency is before the concrete is poured

By Patrick Holleran

When designing your building expansion or new beverage facility, the fleet loading dock design is an integral part of your building plans for efficient movement of beverage products. The word “dock” sounds like a place where something is parked, certainly not the case for today’s beverage distribution centers.

The first step when designing a loading dock is to pay attention to the onsite fleet maneuvering space requirements and traffic flow. The minimum dock apron approach requirements depends on the centerline distances between the parked truck at the docks, length of the truck and steering geometry of the truck. In the beverage facilities 13’-6” center of door to center of door is recommended. The dock apron is best to slope away from the building. This would be most advantageous for the use of cart deliveries. Loading dock aprons that slope toward the building are ok for receiving product only. Just make sure the dock equipment and storm water drainage is designed with the maximum of 3% apron decline. The maneuvering space of the total apron needs to have a minimum of 130’ from face of dock to edge of pavement or adjacent fleet parking for backing an end loader into position. Ideally you want your fleet drivers to back in looking over their left shoulder and using driver side mirror.

The next step to loading dock design is to layout the interior space of the warehouse. The fleet loading dock should have space for staging a load of product and providing circulation that allows for maximum productivity. To achieve this recom-

mendation, the column bay spacing for pallet or cart queues in front of the dock opening is 50’ to 60’ inside of the dock wall. This concept is to keep the first row of structure out of forklift and walkie rider traffic flow within the product staging area.

Another efficient design option is utilizing the space over the dock doors for empty pallet storage or Point of sale with the use of racking supported from the roof structure.

When specifying loading dock equipment, the Rite-Hite vertical-storing hydraulic dock leveler is the best product on the market today. This type of leveler stores inside the building wall, creating an efficient seal, and has a safe easy to clean dock pit. The tee style pit installation is used for allowing electric pallet jacks to be charged and stored between the dock doors. If overhead doors are spaces 8’-0” apart a forklift can be charged between the dock doors, using a rapid charger system. The dock doors need to be insulated the same rvalue of the wall it’s installed in. The newest model of levelers come with a light communication system, which provides the best safety feature for loaders.

Finally, selecting the vertical leveler boils down to having the ability to open up the conditioned warehouse to the loading dock without an insulated wall that slows down the product flow. **BW**



Patrick Holleran is vice president of HDA Architects and has more than 14 years of experience in the beverage industry.



“Another efficient design option is utilizing the space over the dock doors for empty pallet storage or point-of-sale materials...”



"The knowledge, experience and energetic spirit of HDA's staff continues to impress us."

Dell Boothe
Vice President
Capitol Wright Distributing

HDA has worked with over 120 Beverage Wholesalers Nationwide on New Buildings Expansions and Renovations.

Patrick Holleran
Vice President
314.780.1204
pholleran@hdai.com
hdai.com/beverage

The Beer Wholesaler's Choice



The first time Balblair has launched a four product vintage range simultaneously in the United States market.

Cider category continues explosive growth

Cider retained its position as fastest-growing beverage alcohol segment in 2014, continuing the mid-to-high double digit surge it's enjoyed the past handful of years, the United States Association of Cider Makers revealed last month at its annual Cidercon trade event in Chicago.

In his Cidercon keynote, Boston Beer's Robert Vail, sales director of the company's Allied Brands division, which includes cider segment leader Angry Orchard, noted that cider volume increased 68.3 percent to 26.2 million cases. That follows a gain of 64.8 percent in 2013 and 74.5 percent in 2012.

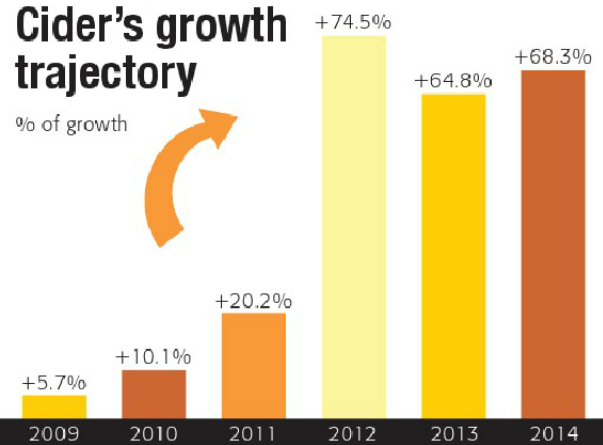
In 2011, the year Angry Orchard launched and pretty much year zero for the current cider boom, the category was up a more modest 20.2 percent. Prior to that the segment grew 10.1 percent and 5.7 percent in 2010 and 2009, respectively.

Despite the gains, the segment is still relatively small, about 1 percent of overall beer volume.

"Our biggest opportunity in this room," Vail told the audience of cider producers and marketers, "is to take share from beer and from wine and not take it from someone else here." —Jeff Cioletti

Cider's growth trajectory

% of growth



SOURCE: UNITED STATES ASSOCIATION OF CIDER MAKERS