

The Beverage Depot

Located in a beautifully designed and crafted warehouse, the Beverage Depot has been serving up a vast assortment of wine, beer, and liquors since the first day it opened in 2011. For owner Tom Myers, the Depot is the culmination from over four decades of owning and managing multiple convenience stores in Georgia.

In 1977, Myers was newly married and fresh out of college with a degree in biology and chemistry. Finding that his employment opportunities were limited to jobs requiring extensive traveling, he took a suggestion from his new bride Linda and purchased his first convenient store in Lawrenceville.

"That first year was pretty rough," describes Myers. "I worked an average of 100 hours a week managing that store, but, I learned so much about business ownership in that first year."

Over the next two decades, the Myers owned and operated several stores in the Atlanta metro area. Through hard work, long hours, and a partnership with a large oil company, he learned how to merchandise, manage multiple successful businesses, and developed the skill of picking the optimum location.

During this time, the Myers also started a family. Their children, son Cayce, and daughter Candice Branch are both graduates of Mercer University, Walter F. George School of Law. Cayce, who also holds a Ph.D. in Mass Communications from the University of Georgia, teaches law at Virginia Tech. Candice, a mother of two, is currently serving as an assistant district attorney for Newton County.

A very proud father, Myers proclaims his children are his best assets. "We insisted our children get an education. They saw how hard I worked and what it took to manage our own business. I wanted a different path for both of them."

A desire to escape the traffic and fast-paced living in Atlanta, the Myers purchased a grocery store in Eatonton in the late 1980s. They managed the store for more than a decade before selling it to return to the convenience store industry in the 90s.

In the 2000s, the Myers believed Milledgeville had the potential to be a boomtown for an adult beverage business. "We originally came here to be semi-retired, but the opportunity to open a business presented itself and we knew it would be successful in this community."

From the start, Myers knew exactly what he wanted when building a store from the ground up. "I wanted an attractive, clean and safe environment that would give people a pleasurable shopping experience. I also wanted women to always feel safe while they are shopping with us."

With his customers in mind, Myers fills the Depot with a wide assortment of wines, beers, and liquors. He makes sure he and his staff stay knowledgeable about brands, vintages, and new emerging trends-including many products made in Georgia.

When choosing the right wine, Myers says that a higher priced bottle is not always the best choice. "I enjoy helping my customers find the perfect beverage for their occasion and that does not necessarily always mean the most expensive. I believe in the quality of the product, not the price."

The personal attention given to his customers, staying well-informed about emerging mixology trends, and over four decades of experience has made Myers a very successful businessman. He concludes: "I run a tight ship. A beautiful, safe and clean store with knowledgeable staff, in the right location, will always create success."

(Visit the Beverage Depot at 201 Roberson Mill Road NE)