

Minority- & Woman-Owned Business Success Story:

# BUZZBALLZ, LLC



Carrollton, TX



Exports to Asia, Australia, Mexico,  
and Central America



Uses Export Credit Insurance



## Challenge

BuzzBallz, LLC, is a woman-owned alcoholic beverage manufacturing company that sells ready-to-drink cocktails in containers that are in the shape of a ball. When Merrilee Kick, a single working mother raising two sons, had the initial idea, she could never have predicted that this was the beginnings of a company whose revenues are on pace to exceed \$100 million dollars in 2021.

Nevertheless, competition in the adult-beverage market is tough and BuzzBallz couldn't achieve success by just selling their products domestically. Merrilee realized that she needed to expand globally, so she sought international distributors and buyers.

## Solution

After speaking with others in the industry and attending trade shows, Merrilee learned about the U.S Commercial Service and EXIM. The Gold Key business match-making service and Export Credit Insurance turned out to be exactly what Merrilee needed to help grow BuzzBallz internationally.

## Results

"One time we had a buyer who didn't pay. EXIM covered the loss that would have been detrimental to our business, and saved us a lot of money. So now we always take EXIM insurance to just make sure we are covered."

Merrilee Kick, CEO & Founder of Buzzballz, LLC.

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Success Story:

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