

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.

Make Your Own Success Story:

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