



# Turning a Passion into a Business

## About the Business

Kraig Torres, a self-described "craft beer fanatic," opened his first beer and wine specialty store in Atlanta in 2009. Ten years later, Hop City has expanded to much more than a retail shop, with four locations offering beer by the glass or growler, food and home brewing equipment. A fifth location is coming soon.

## Doing My Homework

I'm a big fan of doing my homework, so when I opened my own business, I looked at all the reviews for payroll service providers. I talked with other businesses owners, and then interviewed three different providers. ADP® came with competitive pricing and a really compelling service story.

At the time, most providers didn't offer many online services. But ADP's interface was really easy. I was able to enter payroll up to 5 p.m. and still get checks to my employees on time. As a new owner, anything that would get my people paid on time, so I could focus on running my business, was an important tool for me.

## A Certain Level of Service

I had been with Paychex at a prior company, and they were very aggressive about trying to get my business again. My old rep eventually gave me a deal that I felt like I couldn't say no to.

But with Paychex, when I needed flexibility to deal with a business opportunity, it was a lot harder to get a solution. Whenever I called ADP, I would get an answer very quickly. With Paychex, it was not as robust.

**Kraig Torres**  
Owner



<b>Name</b>	Hop City Craft Beer and Wine
<b>Industry</b>	Retail and Restaurants
<b>Established</b>	2009
<b>Owner</b>	Kraig Torres
<b>Employees</b>	89
<b>Locations</b>	4
<b>Headquarters</b>	Atlanta, GA
<b>Website</b>	hopcitybeer.com

**Business challenge**  
Managing a fast-growing business without wasting time on payroll and benefits.

**How ADP helped**  
RUN Powered by ADP® and Automatic Data Processing Insurance Agency, Inc. (ADPIA®) for group health insurance help the company spend less time on administration and more time focusing on what matters.



I was used to a certain level of service with ADP, and that was not what I got with Paychex. It was a really easy decision to go back to ADP, and they've taken great care of me ever since.

### Partners on my Team

I offer a health plan to my employees from a carrier that I obtained through Automatic Data Processing Insurance Agency, Inc. (ADPIA) a few years ago. Health insurance has become so convoluted. When renewal time came, my old insurance company would send me my plan options, it was too much material. I run a business. So, I called ADPIA, and they have licensed agents who helped me sort through the plan options to help me decide what made the most sense for my team members, which was invaluable.

*Partnering with ADP and ADPIA has been a time saver. I can get payroll done in minutes, and I have the documents I need, every report I need to run.*

I just couldn't imagine doing what I do any other way. I don't want to be an expert on payroll and health insurance. I don't want to have to interface with two different government agencies to make sure that I have my taxes straight. Working with ADP and ADPIA has been such a positive experience for my business.

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