



Importer of Fine Beers

The Company:

With almost 25 years of proven success at building specialty brands in the US and abroad between them, David van Wees and Anthony Giardina have left InBev after the InBev/AB US distribution deal to start their own imported beer venture, "Latis." Latis will focus on bringing the fine regional beer brands from the world's greatest beer nations to the US leveraging a tried and true brand building formula. Latis will begin with Belgian imports, with a American contract to import the Palm range of brands. Palm is Belgium's largest independent brewery and has committed a high level of investment to support the American launch of their brands. Over time, Latis will build a portfolio of attractive brands that will easily bolt onto its infrastructure. For more information on Palm Breweries, go to www.palmbreweries.com.

The Position:

One of the cornerstones to Latis' launch model is high level of in-account activity in the on premise to drive sampling and discovery of their premium brands. Therefore the Brand Development Manager role will be critical to the success of Latis and its brands as they launch in the US. The Brand Development Manager is a full-time position, dedicated primarily to on premise brand building and other brand development activities for Latis' portfolio of specialty import beer brands. The Brand Development Manager will directly manage relationships with a targeted list of on-premise key influencer accounts in the local market, focusing primarily on creating consumer call/pull-through. The same approach will be taken with a targeted list of specialty off-trade

The Brand Development Manager will act as an extension of the brand in the local market meaning that he/she should feel comfortable talking about brand history, heritage, positioning, benefits (both physical and emotional). The ideal candidate will know how to identify and relate to affluent key influencer crowd in the particular market to drive discovery for the brand portfolio via sampling.

He or she will become the familiar local 'face of the brand'. The ideal candidate is someone who's connected, in the know and able to influence. The Brand Ambassadors will work very closely with our partners (the Latis owners, distributor sales teams and Latis support agencies) in their local markets.

THIS NOT A TYPICAL BEER SALES JOB. WE ARE NOT SELLING BOXES, WE ARE CREATING BRANDS.

KEY ROLES

Consumer

- Increase consumer "call" by promoting local programs that positively impact Brand image and relevance.
- Act as local host/co-host of customized on-premise promotions including samplings, beer dinners, sponsorships, special events, etc.
- Participate in PR/media outreach efforts.
- Inform and educate consumers by creating a positive consumer experience around the brands
- Identify, negotiate and execute local sponsorships that are relevant and ownable for the brand's proposition

Trade

- Establish/maintain relationships at assigned accounts to facilitate depletion growth and the proper brand message
- Become the local “face of the brand” – someone who comes is visible and adding value to the account by interacting with waitstaff, bartenders and key management and clearly communicate the Brand’s key selling points.
- Identify and sell-in to new accounts as brand develops to fill distribution gaps.
- Place and refresh Point-of-Sale materials in assigned accounts
- Facilitate/support proper dispense programs at key accounts including draught dispense, glassware usage, waitstaff trainings/incentives.
- Work with wholesaler sales team to drive distribution and velocity goals in targeted accounts
- Assist in off premise activity on an as-need basis

Administrative

- Effectively manage assigned budgets and track and measure program results.

IDEAL DEVELOPMENT MANAGER

Qualifications

- Understanding/passion for specialty/import brands, beer and other.
- Interest for specialty / high end selling
- Ability to work independently to plan their own time and activities.
- Willingness to work full-time, including potentially non-traditional (late nights/weekends) as required
- Can translate strategy into action while making things happen.
- Ability to sell, influence and partner with customers and co-workers.
- Entrepreneurial spirit – ability to take two sticks, rub them together to start a forest fire
- Prior experience in alcohol beverage industry (On-premise experience a must)
- Professional, Responsible Articulate, Charismatic, Engaging And Pleasant
- Must feel comfortable in the on premise environment, especially high end
- Interest in other countries, cultures and a comfort to travel to them.

Education& Experience

- College degree – BA.
- On-premise sales experience.
- Ability to manage and track budgets.
- Demonstrated computer, communication and presentation skills.
- Prior experience selling premium brands either in the beer, wine or spirits category or like image categories preferred
- Knowledge of beer dispense systems and proper pouring preferred
- Willingness to travel a bit, both nationally and internationally, a must