

# WHISKEY EDUCATION

## TIMELINE



### journalism

After earning a graduate degree in journalism, Aaron was at the leading edge of converged multimedia reporting.



### certified expert

Earned Certified Specialist of Spirits through the Wine Educators of America program.



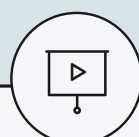
### brand ambassador

Aaron's earlier work with some of the world's largest spirits makers - with whom he created ambassador training programs - segued perfectly to outreach for Craft brands.



### executive consultant

Ensure that the site is optimized for SEO. Make the site loading time as fast possible and add keywords for ranking in search results.



### spirits marketing

The transition to marketing saw agency work for large, global clients. While earning Certified Specialist of Spirits credentials, he worked with distillers in Kentucky, Scotland, Ireland and Japan.



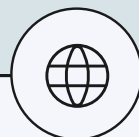
### retail PR

When one of the world's largest grocery retail chains decided to launch in the U.S., Aaron helped steer the beverage assortment, honing over 250 own-label beverage awards and working with the external press and internal layout, marketing, packaging and sales teams to drive sales.



### distiller

To better understand whiskey production, Aaron dove into the role of distiller, becoming a full-time production lead for a Craft whiskey and spirits brand. (He also completed chemistry courses through the local community college.)



### brand launch

From packaging to media placement, we're the consultants you want if you are launching a beer, wine, spirits, liqueur, cocktail or fermented beverage. With insights into retail, on-premise, wholesale, distribution and three-tiered system, we're in it to win.

Contact [kendeallconsultingllc@gmail.com](mailto:kendeallconsultingllc@gmail.com)

