

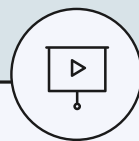
WHISKEY EDUCATION

TIMELINE



journalism

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



spirits marketing

Agency marketing experience for global beer, wine & distilled spirits clientele. Worked with distillers in Kentucky, Scotland, Ireland and Japan.



certified expert

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



retail PR

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



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.



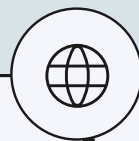
distiller

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 slayed chemistry coursework at the local community college.)



executive consultant

Executive leadership for the first retail spirits shop outside the Pennsylvania state-controlled liquor monopoly. Marketing, PR, eCommerce strategy and more.



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.