



Position: State Sales Manager

Location: Northern California

Reports to: Vice President, Brand Sales & Marketing

Function: Brand Sales & Marketing

Company/Location Overview

The Bardstown Bourbon Company is a celebration of the art of making whiskey. No secrets, mythical stories, or fabricated legends. We celebrate the craft of making great whiskey and the Bardstown community that brings bourbon to the world.

Set on 100 acres of active farmland in the heart of the Bourbon Capital of the World, Bardstown Bourbon Company drives innovation, while honoring the traditional art of making bourbon. We produce the highest-quality, authentic Kentucky bourbon, whiskey, and rye brands as well as offer custom whiskey production through our one-of-a-kind Collaborative Distilling Program.

We are the first Napa Valley-style destination on the Kentucky Bourbon Trail to provide a full-service culinary experience at our Bottle & Bond Kitchen and Bar. Here, our visitors enjoy comfort food, exceptional salads, and farm fresh meats and cheeses. Our bar offers a creative cocktail program, whiskey and vintage spirits library, curated wine collection, and a selection of local draft beers. Bottle & Bond is the perfect foundation for a memorable afternoon or evening.

For more information, please visit www.bardstownbourbon.com.

Job Summary

As a Sales Representative, the main objective is to establish and grow sales in the assigned geography, create lasting and mutually beneficial partnerships with accounts and distributors, and represent the integrity, values and brand of the Bardstown Bourbon Company. The position includes direct sales responsibility for key on- and off-premise accounts, securing new business in existing and new accounts, and working closely with the distributor network in the assigned area to maintain/develop all accounts. The successful candidate will serve as the voice of the brand across the assigned geography, executing marketing “pull” tactics, merchandising key accounts, and hosting both trade and consumer-focused events.

Job Description/Responsibilities

- Assist VP of Brand Sales & Marketing with the establishment of new distributor relationships, including product launch and all associated activities.



- Assist VP of Brand Sales & Marketing in establishing market-specific goals, KPIs, and annual plan and objectives for the assigned region.
- Aggressively pursue new on & off-premise distribution in your assigned region.
- Call on existing key accounts to secure new distribution, making timely presentations, and introducing new and "limited release" bourbons.
- Execute on and off -premise promotions and periodic special events, such as Bourbon Dinners, that generate brand awareness and consumer sampling.
- Develop and maintain strong, positive relationships with account staff and distributor sales personnel.
- Train accounts as well as distributors on all products, promote the story of the Bardstown Bourbon Company (BBC).
- Travel to and utilize the assets of the BBC Distillery to engrain brand and product knowledge in commercial partners
- Participate in market blitzes, ride-alongs, and general sales meetings to hold distributor partners accountable for the execution and achievement of the sales plan.
- Complete necessary administrative reporting and communications on a timely basis, both daily and weekly.
- Maintain all sales goals and personal budgets outlined to you and your territory.
- Pick up and deliver product and merchandise/POS from the BBC Distillery for events as well as staffing and sampling at events, as necessary.
- Late night and weekend accounts' visits and event attendance, as directed.
- Other duties as assigned.

Requirements

- Prior experience in a sales position, with alcoholic beverage sales experience preferred.
- A College Degree from an accredited University is desired but not mandatory.
- Strong ties and established relationships in the beverage community in the assigned region.
- Strong oral communication skills: ability to talk to others to convey information effectively; strong written communication skills.
- Exceptional customer service: Going above and beyond what the customer expects.
- Trade knowledge: Understanding the retail and on-premise buyer mindset, with experience in buying or bartending is a plus.
- Knowledge of, and passion for, bourbon, whiskey, and spirits
- Excellent time management skills; ability to be proactive and take initiative.
- Excellent organization and coordination skills. Must have the ability to manage priorities and routine functions effectively and efficiently.
- Empathy: Being aware of others' reactions and understanding why they react as they do.
- Teamwork: Ability to flex scope of responsibility and do whatever needs to be done, regardless of job description
- Transparency: Ability to communicate with teammates and freely exchange ideas and thoughts, without ego or pretense



- Proficient in Microsoft Office applications, including Outlook, Word, OneNote, Excel, and PowerPoint.
- Business acumen: Ability to collect, assess and interpret relevant information and make sound decisions.
- Must have a valid driver's license.
- Must have a reliable car that is registered and insured
- Must have the ability to drive to and from accounts continuously
- Available to work nights and weekends, and, at times, more the 40 hours a week
- Must currently reside in the assigned territory.
- Must be able to lift up to 50 pounds
- While performing the duties of this job, the employee is regularly required to stand; use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms; and talk or hear. The employee frequently is required to walk; sit; and stoop, kneel, crouch, or crawl.

The Bardstown Bourbon Company is committed to equality of opportunity in all aspects of employment. It is the policy of The Bardstown Bourbon Company to provide full and equal employment opportunities to all employees and potential employees, without regard to race, color, religion, national or ethnic origin, veteran status, age, gender, gender identity or expression, sexual orientation, genetic information, physical or mental disability or any other legally protected status.