



What We Do!

With 2 decades in the Wine and Spirits Industry representing global brands like Jack Daniels, Finlandia, and Gerard Bertrand Winery as well as local craft producers Icy Blue Sensations and Bad Tattoo Brewing, I will bring this expertise to your brand.

As Sales and Marketing Agent on record Sharp Imports will perform the following roles and responsibilities:

- Introduce your brand into Manitoba and Saskatchewan, Canada.
- Execute listing submissions.
- Pricing and competitive set strategies with revenue chain information.
- Logistical assistance.
- Achieve pre-established sales, distribution and revenue forecasts for both Liquor Boards and independent retailers.
- Create and manage a marketing grid with forecasted spend plans in place.
- Manage shelf set and increase distribution in both Liquor Board locations and independent retailers.
- Track all POs to ensure inventory is stable.
- Monitor stock levels and request re-orders PO's when needed.
- Organize and execute trade and consumer product shows.
- Organize and execute all in store tastings.
- Organize and execute Product Consultant/Staff retail and on-premise trainings.
- Other duties as assigned.



