

June 2025
133rd Edition



HIVE INC



BUZZ WORTHY

JIM DAHL - JESSICA ROCCATO



June was a busy month filled with opportunities! Some highlights were Father's Day engravings, Father's Day displays, and making an official offer to a new Account Representative for the Central Jersey territory! Janice Reyes will be joining the Swarm Team starting on July 14th and will be working with Jess for onboarding as well as other members of the BF and Swarm Team. Additionally, the Swarm Team was able to attend yet another successful Hive Summit and had the chance to present to their peers and highlight their strengths. June was a fantastic way to get the summer started and we are looking forward to the rest of the season!



**BF SWARM**powered by **THE HIVE**

MAURA FRENCH

NEW JERSEY

PROGRAM COORDINATOR



June was a high-impact month centered around Father's Day, with 53 engraving events out of 64 total activations. I even stepped in to work one myself, engraving 49 bottles—including a Woodford Reserve Double Double Oaked—and selling through Herradura on site. I had the opportunity to attend The Hive Summit in Louisville, where I toured Old Forester, connected with Hivers from across the country, and deepened my knowledge of our brands. I also supported an Allied walkaround with Denzel, highlighting Fords Gin and the new el Jimador Cristalino, and attended the Molly Monday industry event to stay connected to our local trade community.



June kicked off strong with multiple display builds and my first visit to Louisville for the Hive Summit! I was able to build several large displays throughout the Shore, Central, and Southern territory for lead up to the 4th of July and for Father's Day. I wrapped up the month with a successful Fords Blitz and began a large corporate order of 170 engraved Woodford Reserve bottles for Lakewood, NJ. I also finalized preparations for the 4th of July holiday push, which is always the busiest and most impactful time of year in my territory. Excited to see what July (and the heat) brings!



The month of June was a big success for me. I kicked off June with attending the Hive Summit in Louisville, Kentucky where I got to meet my fellow Hivers from other markets which was a great experience. My focus for the month of June was to get a lot of Jack Daniel's displays on the floor to prep for the 4th of July, and I was able to accomplish over 10 displays. I also was able to get Woodford Reserve and Gentlemen Jack on the Floor for Father's Day! Going into July, I am looking forward to continued success and pushing the vision for our brands.



Welcome to the Hive

Hive U.S. has offered **Madeline Skeeters** position of Consumer Activation Specialist based in Denver for the Hive U.S. reporting to Regional Director, Corey Sims.

Madeline brings a dynamic blend of experience in sales, client engagement, and community-focused outreach. Full time, she worked at State Farm in Denver, where she led targeted sales initiatives and client retention strategies across multiple insurance lines. She's also served in support and coordination roles at Senior Helpers and BVSD's Transitions Program, working closely with caregivers and young adults with special needs to create positive, personalized experiences. She has also worked as a brand ambassador with the current Brown-Forman Team in Colorado.

Her passion for people, adaptability, and background in strategic communication make her a great fit for our team and our mission. We're excited for the insight and energy she'll bring to consumer engagement at The Hive.

Hive Summit

A big thank you to the brand teams for hosting our annual Hive Summit 2025. It was an immersive three days, which included Woodford Distillery, Old Forester Distillery, peer to peer best practices and presentations from the brand teams. Thank you to local market managers for allowing your KAAMs to join in this tremendous learning experience.



OPEN POSITIONS

Chicago On-Premise KAAM
Chicago Off-Premise KAAM
Swarm South New Jersey Account Rep



This is the Derby deck you can edit.



ABIGAIL WATTERS MILWAUKEE, WI

SENIOR KEY ACCOUNT & ACTIVATION MANAGER

PATENT PENDING

Ford's Gin, Pomegranate Syrup,
Lemon, Cava Rosé | 13



We celebrated Pride at 11 accounts with Jack Family of Brands, Tequila Herradura, and Chambord. Selling in over 45 cases for celebrations across the state, with 16 NP, and over 1,000 impressions.

We previewed the new Jack Daniel's X Bucks Barrel with 25 accounts and media outlets sampling signature cocktails of Single Barrel, and both year's barrel selections.

The Dairyland Bike Race returned to Wisconsin with features of Tequila Herradura, Fords Gin, el Jimador and Old Forester at Station No 6, BelAir Oak Creek, Cafe Hollander Downer, Wauwatosa and Central.

We had success with menu features of Fords at Moran's, Bad Moon Saloon, Union House, and Station 6.

We said goodbye to Korbel Brandy with the World's Largest Old Fashioned in Wild Rose where 2500 people enjoyed over 500 gallons of Brandy Old Fashioneds.



This is the Derby deck you can edit.



ABIGAIL WATTERS
MILWAUKEE, WI
SENIOR KEY ACCOUNT & ACTIVATION MANAGER

LAST LAP - \$8
EL JIMADOR REPOSADO TEQUILA, WATERMELON, GREEN CHILE, LIME, BITTERS BLEND

TOUR DE STALLIS SLUSHIE - \$10
FORD'S GIN, PASSIONFRUIT, GINGER, LEMON, TRINITY BITTERS

CRUSHCRUSH SLUSHIE - \$12
WHITE RUM, VANILLA, ORANGE & LIME

ALLIS OLD FASHIONED - \$10
OLD FORESTER BOURBON, MAPLE, CHERRY, SECRET SPICES

HOUSE MARG OR PALOMA - \$8
FEATURING EL JIMADOR REPOSADO TEQUILA

WISCO OLD FASHIONED - \$6
GIGGLE SHANDY, BOURBON, OR WHISKEY, GIGGLE, SWEET, SOUR, OR PRESS

TOM COLLINS - \$6
SHOGGIE, FORD'S GIN, TITO'S VODKA, OR WHITE RUM

COLD BREW IRISH COFFEE - \$9
TULLAMORE TISK, FIVE FARMER, HOUSE COLD BREW, WHIP

NEW GLARUS TWO WOMEN LAGER - \$6
NEW GLARUS RASPBERRY TART - \$7



Handmade Cocktails

Bomb Pop Lemonade | 9.50
Smirnoff Red, White and Berry, All-natural Lemonade

Dock Margarita | 9.50
El Jimador Tequila, All-natural Margarita Mix

Captain White Mojito | 9.50
Captain Morgan White Rum, All-natural Mojito Mix

Island Punch | 9.50
Captain Coconut Rum, All-natural Island Punch Mix

Jack Punch | 10.50
Jack Daniels No. 7, Cranberry, Pineapple, Ginger Ale

Long Island | 11.50
360 Vodka, Bacardi, Ford's Gin, El Jimador, Sour Mix, Coke

Tequila Sunrise | 9.50
El Jimador, Orange, Grenadine

Mai Tai | 9.50
Captain White, Captain Spiced, Triple Sec, Simple Syrup, Orange, Lime

Tropical Tequila | 11.50
El Jimador Tequila, Tropical Red Bull

The Applejack | 10.50
Jack Daniels Apple, Cranberry, Lemonade

American Mule | 11
360 Vodka, Ginger Beer, Lime

Tennessee Tea | 10.50
Jack Daniels Honey, Iced Tea, Lemonade

Sex on The Beach | 10.50
360 Vodka, Peach Schnapps, Pineapple, Orange, Cranberry

Bradford Breeze | 10.50
44 North Huckleberry Vodka, Pineapple, Cranberry, Grenadine

Vodka Red Bull | 11.50
360 Vodka, Red Bull

Lakeshore Lemonade | 10.50
360 Watermelon Vodka, Lemonade

Beach Rickey | 10.50
Ford's London Dry Gin, Grapefruit Juice, Lime Juice, Club Soda

ULTRA **BUSCH LIGHT** **THREE SPACE** **STELLA ARTOIS**





AIDAN LEYLAND PITTSBURGH, PA

KEY ACCOUNT & ACTIVATION MANAGER



Rounding out my 3rd month as a Hiver - June has been the real first steps into being "The Guy" for our accounts.

We started strong with our showings at Pride and a Harley Davidson 20 year anniversary where we got a cool shoutout from one of the live performers and around 500 samples combined.

[She's got the Jack!](#)

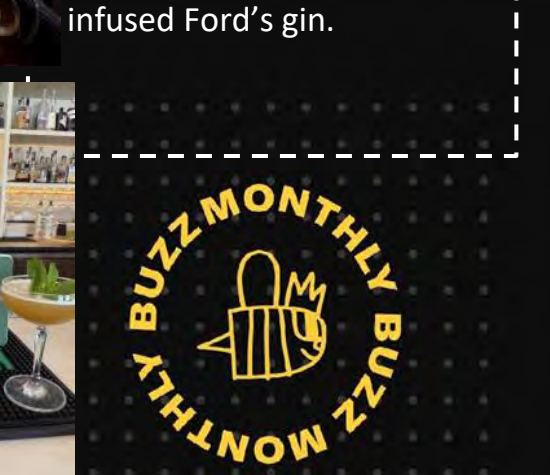
After coming back from our Summit we solidified the month out by accomplishing a concert feature at Stage AE and multiple Jack Smash events. Even celebrating a 21st birthday!

As June came to a close the future of the Pittsburgh market continues to look up and coming. Accounts are excited to get in on us! I've seen opportunities in every account that I can't wait to get ahold of





June marked my first full month as a Hiver, and it was an incredible start. I kicked off the month by securing a Jack specialty cocktail feature for a Murder Mystery party. I then had the privilege of attending the Brown-Forman Summit in Kentucky where I toured both the Woodford and Old Forester distilleries, along with connecting with fellow Hivers from across the country. One of the highlights of the month was leading my first tasting and pairing featuring the Old Forester whisky row series. From pool parties to happy hours, June was anything but a slow summer month here in Austin, Texas. I also introduced a new happy hour feature- the "mar-tea-ni"- crafted with rosemary infused Ford's gin.





June is Pride month and Albuquerque celebrates our festival June 5th through the 8th. Jack made a significant impact with several well-received features within the LGBTQ+ venues in our city.

Throughout the month, we successfully conducted nine Off-Prem and four On-Prem tasting events. These events showcased The Berry Proud Marg with El Jimador & Chambord, Gentleman Jack & Woodford for Father's Day, and Korbel & Jack & Ginger RTDs in conjunction with our United Soccer Partnership.

In June, our engraving team crushed it by successfully executing 22 engraving events across the state. We recently were able to get an older engraver model operational again, allowing us to integrate the round bottle attachment, thereby expanding our engraving services to include additional brands.





BECCA SWEENEY NASHVILLE, TN

KEY ACCOUNT & ACTIVATION MANAGER



June brought both heat and rain, but nothing slows down the fun in Nashville. We kicked things off with the second annual Tropi Tonk, featuring Jack Daniel's, Herradura, Ford's Gin, and Diplomatico. With food from Secret Bodega and live music by The Cowpokes, it was a party to remember. To celebrate Father's Day, we hosted nine tastings and engravings throughout the month. Even though Bonnaroo was cut short to just one day, our new activation setup still made an impact with AI-customized clear bags for VIPs and custom flags for GA created a standout experience. Nearby in Manchester, we kept the energy going with Jack & Coke tastings at local liquor stores. The new variety packs and cooler giveaways were a massive hit. We were also thrilled to spend time with William Brooks, hosting an industry training at Pearl Diver, followed by a paired dinner at the new Detroit Cowboy. We closed out the month in style with Ford's Vinyl Night at Perfectly Fine, featuring custom splatter-painted records and DIY botanical car diffusers. Highlights also included a cocktail competition with the TN Distillers Guild, where we proudly took home first place, and a special overnight stay at Jack hosting some of Nashville's best bartenders backstage.





BECCA SWEENEY NASHVILLE, TN KEY ACCOUNT & ACTIVATION MANAGER



Winning cocktail!!!





CAROLINE MANSINNE NEW YORK, NY

ON-PREMISE KEY ACCOUNT & ACTIVATION MANAGER



At the beginning of the month I attended my first Hive Summit! It was such a great opportunity to not only meet everyone in person, but to also see how everyone works in their market. I really enjoyed seeing the Woodford distillery and the production process in person.

I gained so much knowledge from the other Hivers and plan on applying a lot of what they presented to how I work. It was also a great opportunity to meet the brand teams and see their upcoming plans.

With the transition over to our new distributor, gaining placements and activations have been tough this past month. But I was able to secure 1 placement for el Jimador Reposado in a signature cocktail.



DIRTY ORANGE SODA 16

reposado tequila, passionfruit, dry curacao,
montenegro amaro, orange fanta, coconut
creamer





CHRISTIAN SALERNO

MIAMI, FL

KEY ACCOUNT & ACTIVATION MANAGER



The SOFL Team was at peak performance during the month of June. Some of the defining moments are listed below:

In celebration of Father's Day Woodford Reserve partnered up with Gulfstream Park Casino, Hallandale Beach to host an engraving event. There were over 300 consumers in attendance during the event and we were able to sell 34 bottles. Consumers were extremely impressed and pleased with the feature of being able to have a personal message engraved on their purchased bottle.

Herradura Tequila was featured at this year's Stonewall Pride, Wilton Manors. There were over 10,000 consumers in attendance. The Manor, Wilton Manors hosted a pride pre-party where signature Herradura Tequila cocktails were being offered. The event provided great exposure for the brand.

The Seminole Classic Casino featured Jack Daniel's signature cocktails all month long. Consumers enjoyed trying cocktails they were not familiar with and were appreciative of the POS giveaways used during the program. This was a huge success and assisted with case sales.

Overall, much was achieved during the month of June. Eagerly awaiting the excitement July brings.





DEREK BALLARD ORLANDO, FL KEY ACCOUNT & ACTIVATION MANAGER



June was an awesome month. I got to go up to Louisville for our annual summit trip. I got to meet so many of my new colleagues and learn a ton of new things from them. I had three Father's Day weekend engravings where we engraved 80 bottles over that weekend. B-F whiskeys were on display during our World of Whiskey event. Herradura was given its time to shine during a taco and tequila event where I showcased the whole Herradura FOB.





June was definitely an eventful month. At the very end of May and start of June, the MNY team found out we're transitioning distributors, so there's been a lot of learning on the fly and making sure our accounts are informed and supported through the changes.

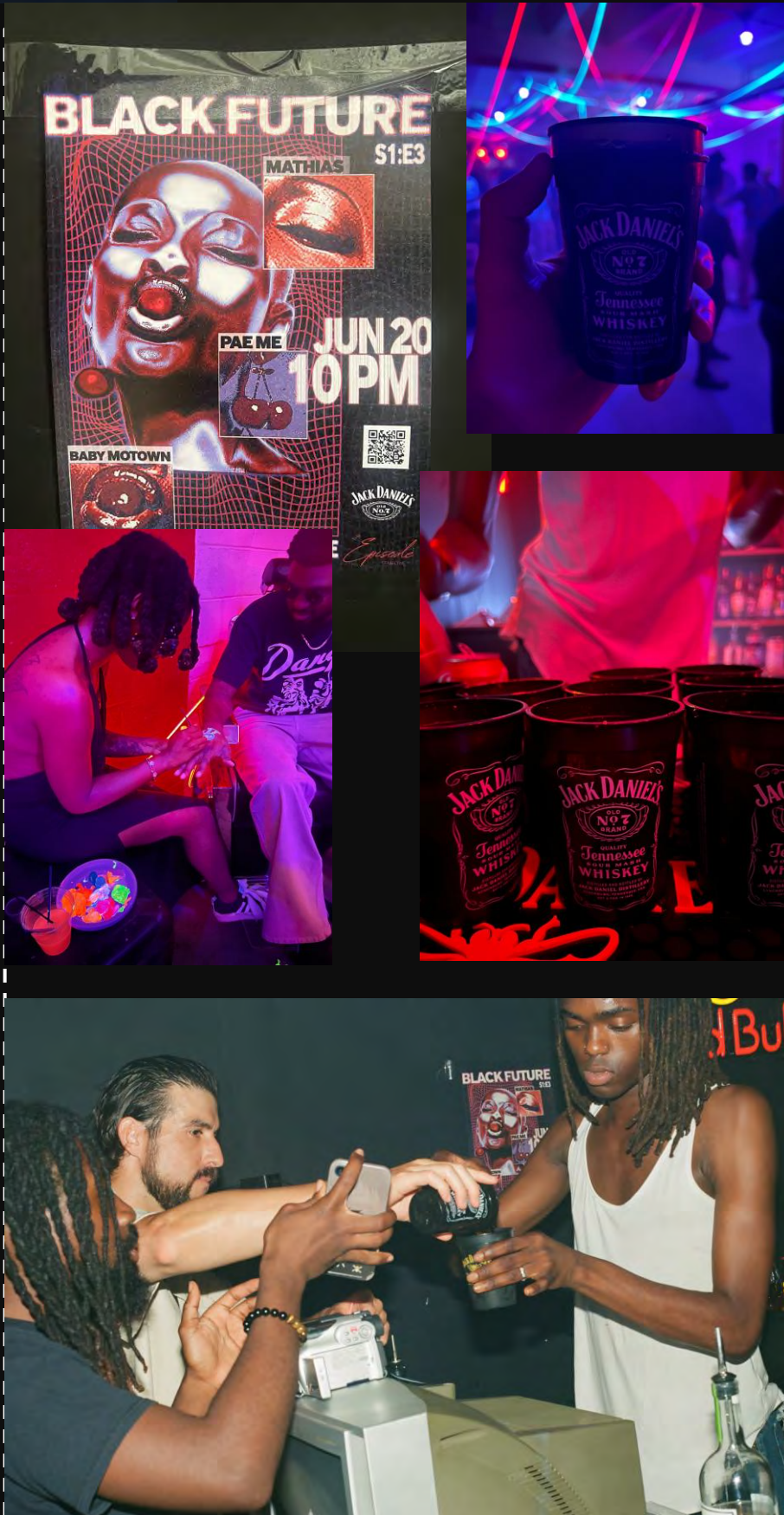
We also had our Hive Summit, which was a great chance to reconnect with the team and get some much-needed brand refreshers while viewing different ways of working.

I activated with both Fords Gin and Herradura, keeping momentum going and continuing to show up in accounts during this busy transition period.





FELIPE AGUAYO
D.C./ DELAWARE
KEY ACCOUNT & ACTIVATION MANAGER



Plug into Summer!

Jack Daniel's, Summer and Music are in full swing here in Washington D.C. We had the great opportunity to partner with Nice and Easy/Episode Collective. This event had local DJ's setting up the vibes as different activities such as body painting occurred. Consumers got to enjoy Jack Number 7 as well as Jack Honey. Supported account with POS and sampling.





GEORGE MCGLADE
METRO NEW YORK, NY
KEY ACCOUNT & ACTIVATION MANAGER

Value Add Package



June started off with a great week in Louisville for the Hive Summit. We were able to meet Hive team members from other markets, present on a topic of our choice (I chose to present on a supplemental VAP I created last OND for the Metro New York Market), and go through trainings with each brand team. It was a great week!

New York recently announced a distributor change, so this month has been focused on the transition. I have been able to work with the local Brown-Forman team to create a master transition document that tracks all necessary changes, tasks, and deliverables for the transition. I have also been staying in touch with key customers to maintain relationships.





IORDANKA BAKALOVA LAS VEGAS, NV

KEY ACCOUNT & ACTIVATION MANAGER



- Activation Highlights:
- Pride Temptation
- Sundays at Luxor Pool feat. JD/EJ (2 activations)
- Magoo's Golf Tournament feat. Jack RTD's
- Wyndham Pool (2 locations) feat. JD (3 activations)
- Liquor Lineup Father's Day event feat. Jack FOB (with over 90 bottles sold)
- Planet Hollywood and Paris Pool feat. Diplomatico/Fords
- Golf Coast Father's Day Event feat. JD, OF, Slane
- Casablanca
- Casapalooza Pool Party feat. JD\
- Scissors and Scotch feat. Herradura FOB
- Sara's Summer Solstice Party at Bellagio feat. Chambord, Fords, Herradura



HIVE

IORDANKA BAKALOVA
LAS VEGAS, NV
 KEY ACCOUNT & ACTIVATION MANAGER





KAREN BACK CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER



On top of selling 37 cases of Jack Black in honor of NASCAR and helping assist in Chicago flag barrel delivery, I also threw an event for Gin & June. It was an industry event and it allowed bartenders to garnish their own G&T! Let's make Ford's the gin of the season! To secure placements & highlight reasons to pour Ford's we hosted a deco disco themed industry night that brought together the best of the 1920s and 1970s—complete with a garnish-your-own Gin & Tonic bar. This is a vibrant kickoff to summer, designed to excite bartenders, servers, and spirits lovers across the city about Fords. For this event we sold 3 cases of Fords, 2 cases of Herradura and 1 case of Old Forester!

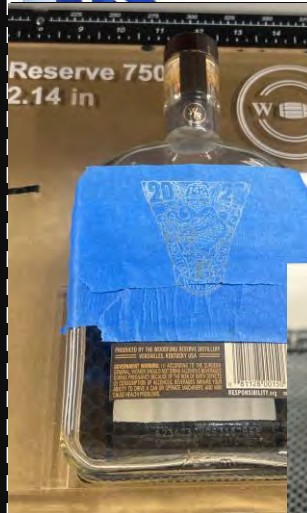






KASEEM HOSLEY NEW YORK, NY

MCM KEY ACCOUNT & ENGRAVING MANAGER



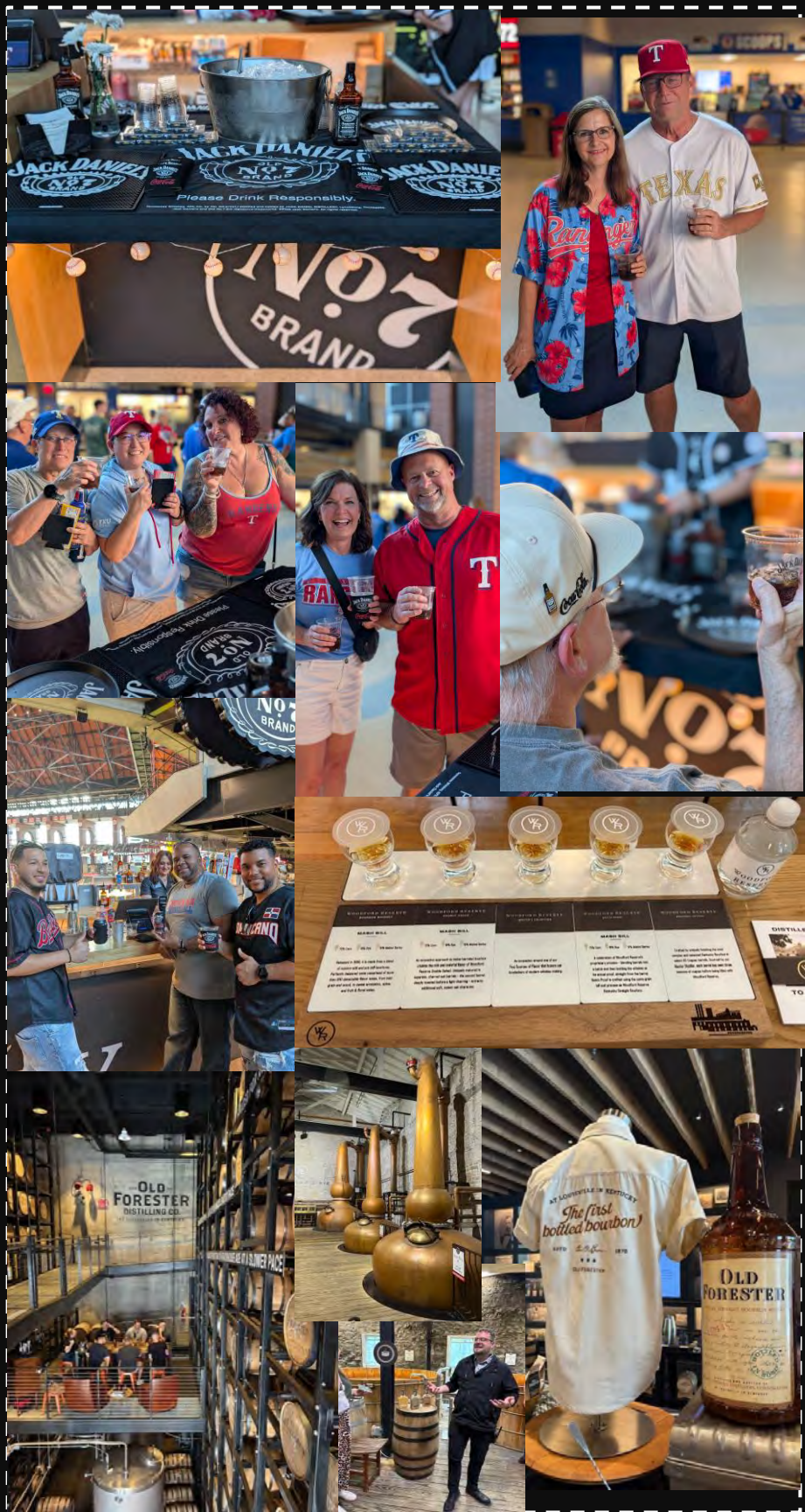
With the recent distributor transition in New York, I've been focused on ensuring a smooth handoff. I have been conducting work-withs with our local Brown-Forman team and my own account visits to stay connected with key accounts on and off-premise to support continuity and maintain strong relationships. During our Hive Summit I presented best engraving practices with Painter's Tape. This step allows you to preview custom spacing and style for your engraving message without risking mistakes on a live bottle. It is a great practice to save your budget funds on replacement bottles due to any engraving typo errors. I hosted 8 Father's Day themed engraving activations. As part of my Jack & Music tertile goal, I partnered with my on-premise account Lucille's Bar & Kitchen in Harlem to showcase our monthly Jack Smash cocktail feature during a poetry and music event performed by Harlem Bomb Shelter.





KRISTINA SCHMITT DALLAS, TX

KEY ACCOUNT & ACTIVATION MANAGER



June kicked off with strong momentum for our official Jack & Coke promotions at the Rangers ballpark! We've been actively engaging with consumers, generating excitement around the RTD product—which has led to frequent questions about where it can be purchased.

I successfully got frozen Jack & Coke slushies added to our Jack bar inside the ballpark! I'm proud of this accomplishment and excited to see how this fun addition drives sales among Rangers fans.

Our HIVE team also had the opportunity to travel to Louisville, KY—home to our headquarters—and immerse ourselves in the world of Woodford Reserve and Old Forester. It was an unforgettable experience full of learning, bonding, and brand inspiration.





LAUREN WELLS KANSAS CITY, MO

KEY ACCOUNT & ACTIVATION MANAGER

June was packed with standout activations and results. At Argosy Casino, we executed two back-to-back events: the Jack Daniel's Whiskey Tasting on 6/14 introduced 100+ guests to 4 JD expressions (Gentleman Jack, Single Barrel, Bonded, and Sinatra Select), with over 80 Jack Smash cocktails served—the venue's busiest Players Club event to date. The Woodford Reserve Derby VIP event followed on 6/21, featuring a Mint Julep fountain, branded gifting, and strong product sales (6 cases each of WR core and Derby VAP). We also activated at the Redferrin concert in Columbia, introducing over 1,500 guests to Jack Daniel's and sampling 150 consumers on Jack Honey and Apple. Additionally, I attended Jack Backstage in Tennessee—deepening my JD brand knowledge and building strong relationships with 6 key bartenders and bar managers across Missouri.

Locked in high-impact summer placements: Diplomatico Daiquiri feature at Bamboo Penny's runs 7/19–8/19 with staff training (7/14) and consumer dinner (8/13). SW19 tournament weekend secured with Old Forester whiskey flights, OF Barrel aged Old Fashioned, and specials in the VIP lounge. Upcoming Four Seasons tasting dinner (7/3) and Cannonball Run activation (8/22–8/24) confirmed with full sampling and POS support.

Prepping for Q2 priorities: JD Blackberry launch, Bourbon Season, Day of the Dead, and more. Activation planning for Cannonball Run is underway with staffing, POS, and sampling needs aligned. Continuing to drive visibility, education, and premium experiences across the portfolio.





LAUREN WELLS KANSAS CITY, MO KEY ACCOUNT & ACTIVATION MANAGER





LEAH VANDELFT TAMPA, FL

KEY ACCOUNT & ACTIVATION MANAGER

This month, I focused on a strong push to continue to build momentum around several key priorities — including bringing back the DAIQ program, continuing Jack in Sports activations, expanding Herradura events, and driving ideas for accounts for Plug Into Summer. There's a lot of coordination happening on the ground to ensure each program gets the support it needs from me across our team and top accounts.

June Recap & Key Highlights:

- 10 Off-Premise Tastings executed across Woodford, Fords, Old Forester, and Jack Daniel's
- Officially onboarded 4 new Brand Specialist for additional field support
- Attended the HIVE Summit in Louisville, gaining valuable insight into new releases, priority calendar updates, and refreshed brand education
- Successfully planned and hosted the USBG Beach Bash with Herradura, sponsoring the American Social bar team for an impactful industry event
- Continued momentum with a Slane Irish Whiskey event at Dallas Bull in Tampa





LEAH VANDELFT TAMPA, FL KEY ACCOUNT & ACTIVATION MAN



Send message...





MADISON OLIVER TAMPA, FL HERRADURA TEQUILA SPECIALIST



June was a high-impact month for Herradura Tequila across the Tampa and Orlando markets. The month kicked off with the USBG Summer Beach Bash in St. Pete, where we partnered with a key account to showcase the new Herradura Blanco in a featured cocktail served to over 300 industry professionals. We followed this with a successful summer menu launch at Hotel Bar, a premier downtown Tampa account, where Herradura secured a prominent placement.

Mid-month, I attended the Hive Summit in Louisville, KY—an enriching experience focused on brand education, peer collaboration, and sharing insights that elevate our market impact. As June wrapped up, efforts shifted to prepping for July 4th with strategic menu placements and activation planning already in motion.

Excited to carry this momentum forward into another strong month for Herradura.





ROSE ROSTOCK SAVANNAH, GA

KEY ACCOUNT & ACTIVATION MANAGER



June may traditionally be considered a slower month according to our on-premise sales managers, but Brown-Forman had a strong and visible presence throughout the Savannah market.

We activated multiple **Jack Daniel's Music** events—ranging from local acts in neighborhood bars to a major showing at **Luke Bryan's concert at Enmarket Arena**. Our footprint was just as wide with **PRIDE activations**, where we proudly featured **Chambord, Slane, el Jimador, Jack Daniel's, and Old Forester**.

We also participated in the **Sips on Stiles** event at **Enmarket Arena**, representing **Diplomatico, Herradura, and Woodford Reserve**, and engaged consumers through **Woodford Reserve engraving events** across several key accounts.

This month also included notable progress in placements and partnerships. I secured multiple product features across the market. Successfully sold **Gin Mare** into high-profile locations, from boutique hotel bars to the **Westin**, where I'll be hosting a staff training to deepen brand knowledge and drive advocacy.

In the midst of it all, I attended the incredible **Hive Summit in Louisville, KY**, and just five days later traveled to **Casa Herradura in Mexico**, where I hosted key accounts. That trip resulted in securing a **Herradura feature for Love Island Bingo**, and I'm currently working with the account on **upcoming football season programming**.

Finally, I met with a wide range of key account managers and now have a growing slate of confirmed events and activations in the pipeline. June was far from slow—it was a month full of momentum, connection, and brand growth.

We had a W





RYAN RANKIN DETROIT, MI

KEY ACCOUNT & ACTIVATION MANAGER



In June, Detroit hosted a dynamic array of events, effectively launching the summer season.

The Cars & Cigars Smoke Detroit event showcased a selection of exquisite automobiles, premium cigars, Celani Family Vineyards wines, and a distinctive live auction. In collaboration with the Cigar Family Charitable Foundation, this annual gathering has successfully generated funds to support children and address hunger within our community. The event provided an opportunity to feature several brands within the Brown-Forman portfolio, including Glendronach 18, Diplomatico Ambassador, and Jack Daniel's Sinatra.

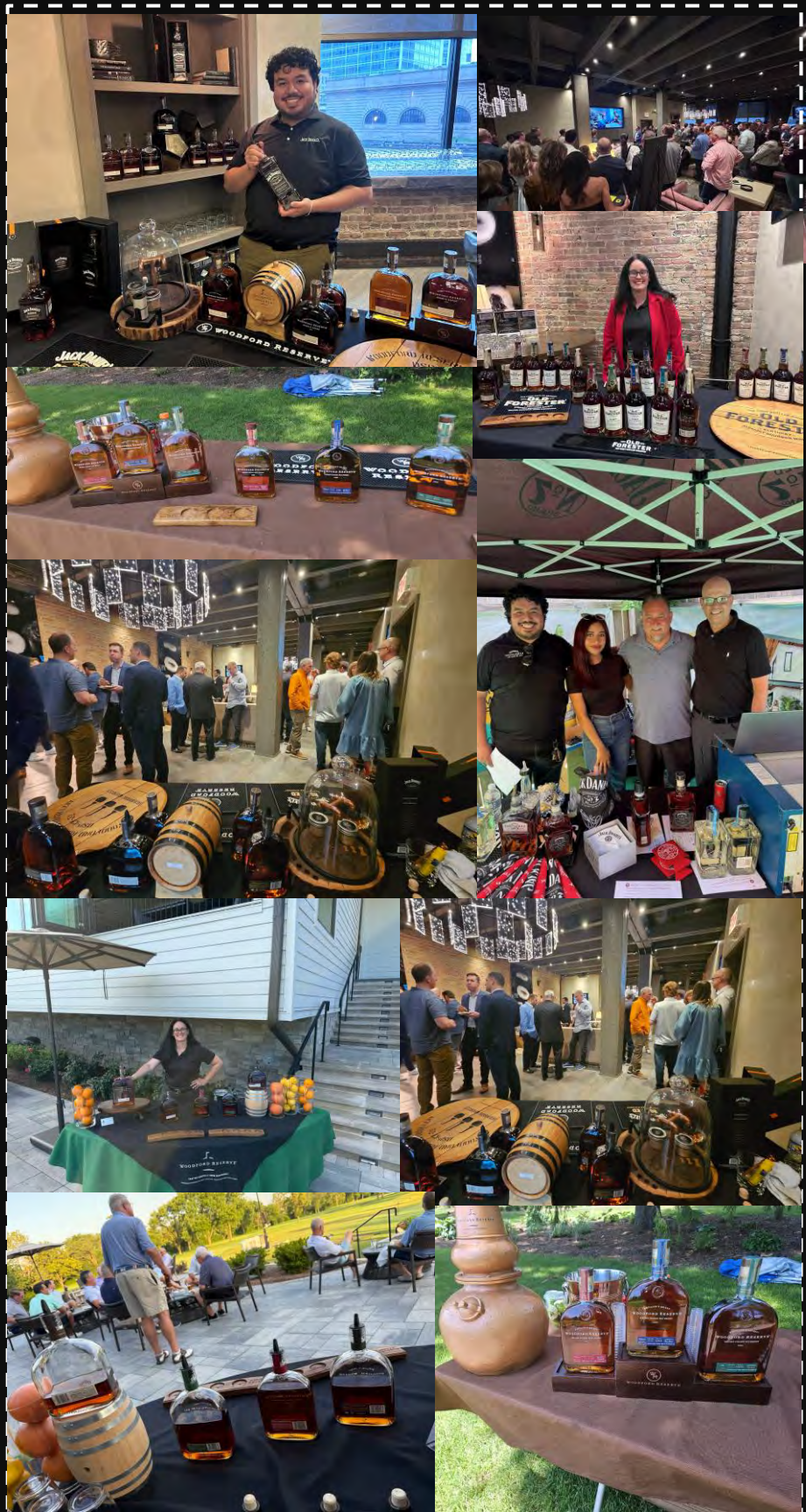




VINCENT LAZARO

CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER



What an eventful month! I was able to help support team Chicago with an event in the city for the Clayton where we had an incredible turnout! We also hosted nonstop golf outings where people can't seem to get enough of Woodford Reserve & Old Forester! I was also fortunate to secure a Father's Day Weekend Event where I was able to secure 18 cases to engrave including SKUs that are sometimes more difficult to get bulk orders on such as Gentleman Jack & Jack Single Barrel which was a big win! We had an event at La Grange Country Club where we promote the program (as always) & we secured another 10 cases of Woodford for the program!

