

MONTHLY BUZZ



September 2025 136th Edition



HIVE



BUZZWORTHY

JIM DAHL - CHRISTINA KING - COREY SIMS

Welcome to the Hive

We are very pleased to announce the Hive U.S. has offered **Chelsea Dennison** position of Tequila Specialist based in Charlotte for the Hive U.S. reporting to Senior Director of Operations, Christina King.

Chelsea has extensive experience in hospitality, sales, and customer service, combined with strong interpersonal skills and a diverse background, which will be a valuable addition to our team. She has a track record in managing high-volume environments, delivering exceptional service, and building professional relationships.

Her official start date was Tuesday, September 2nd. Welcome to the team Chelsea!

OPEN POSITIONS

Jacksonville





ABIGAIL WATTERS MILWAUKEE, WI

SENIOR KEY ACCOUNT & ACTIVATION MANAGER
AWATTERS@THEHIVEINC.COM



We kicked off September by celebrating Jack Daniel's birthday at Matty's and Red Rock Saloon with drink features and activations. At Red Rock we held a blind Jack sampling where squires had to determine what 4 premium Jack Skus were while we kicked off their barrel pick celebration.



The launch of Jack Blackberry continued with 34 samplings around the state sampling over 900 consumers. We also utilized National Blackberry Day to showcase the versatility of Jack Blackberry in everything from donuts, to bbq sauces to espresso martinis with month long features at 13 accounts.



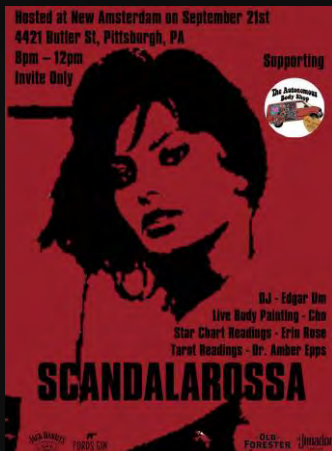
The annual post labor day whiskey tasting at Ray's was sold out for the 4th year in a row, teaching 45 customers about the history of bourbon through Old Forester and selling 26 bottles of Whiskey Row.





AIDAN LEYLAND PITTSBURGH, PA

KEY ACCOUNT & ACTIVATION MANAGER
ALEYLAND@THEHIVEINC.COM



The Pittsburgh service industry has always been described to me as “10 years behind”. It requires new faces to push its boundaries and heighten the standards. I’m proud to say we’ve accomplished creating an annual service industry staple – Scandalarosso!

A 1960’s italian hedonistic getaway for our service industry sharks. We gathered 40 of our best bartenders to enjoy an evening exclusively with 5 styles of Brown-Forman Negroni’s. Prizes were won, reviews were priceless, and the FOMO took hold in the aftermath.

We’ve also accomplished our first complete B-F menu training to PPG Stadium’s staff of 90, kicked off Cantaritos, and sampled RTD’s at two events with ~12,000 total attendees at 4Chords music festival and the new Baconsburgh!





ALYSSA GUERRA AUSTIN/SAN ANTONIO, TX

KEY ACCOUNT & ACTIVATION MANAGER
AGUERRA@THEHIVEINC.COM



This past month I had the opportunity to support across a few exciting markets and activations.

I traveled down to Houston to assist with the Manuel Turizo activation, bringing energy and brand presence to a key event for that market. Here in Austin, I participated in **Brewfest at Pinballz Buda**, where we showcased Jack Daniel's Blackberry and Honey to a wide range of consumers in a fun, interactive environment.

I also built out **tailgate menus** for several on-premise accounts to tie into the Texas Longhorns football season, ensuring our brands are front-and-center during one of Austin's most spirited times of year.





ARTHUR LUCERO ALBUQUERQUE, NM

KEY ACCOUNT & ACTIVATION MANAGER
ALUCERO@THEHIVEINC.COM



September kicked off with a strong focus on Jack Daniel's Tennessee Blackberry, highlighted by a successful launch party at The BOXCAR Sports Bar in Santa Fe, NM.

Momentum carried through the month with 10 tasting events across the state — 4 **On-Premise** and 6 **Off-Premise** — along with the launch of four new menu features, two of which have earned permanent placement thanks to their success.

Our engraving activations continued in Ruidoso, NM, supporting multiple benefit events that aided local recovery efforts following the recent floods. We also showcased the enhanced capabilities of our engraving setup, completing a full Old Forester barrel engraving for the historic St. James Hotel.

The month wrapped up at the annual Santa Fe Wine & Chile Fiesta, where our team proudly represented Casa Herradura with two standout margarita creations:

The **Green Chile Peach Margarita** featuring El Jimador Cristalino

The **Red Chile Raspberry Margarita** featuring Herradura Reposado

COCKTAILS
Evie's Apple
Jack Daniel's Tennessee Fire, Pineapple juice, Topped with Gingerbeer.

DESERT FIRE MARGARITA
Tequila Herradura Silver, Dos Equis Mezcal, Triple Sec, Pineapple & OJ.

ECLIPSE MARGARITA
21 Seeds Jalapeño Cucumber Tequila, Blackberry Brandy, Lime juice, Sweet & Sour.

Pink Pony
Tequila Herradura Blanco, Lime, Pomegranate and Gingerbeer. Careful this one kicks!!

Berry the Night
Skyy Raspberry Vodka, Chambord, Sweet and Sour, topped with Lemon Lime Soda.

ETHEL
NIGHT CLUB

SIPS OF THE SEASON
BLACK MAJIC
The New Jack Daniel's Tennessee Blackberry meets lemonade in a smooth, refreshing mix. Endless Summer Vibes Jack'd Up.

CANDY APPLE
Jack Daniel's Tennessee Apple, Cranberry Juice, Grenadine, Topped with Lemon Lime soda.

Caramel Apple
Crown Royal Apple & Salted Caramel, Topped with Gingerale.

Try a Hot Honey Shot
A fiery-smooth fusion of Jack Daniel's Tennessee Fire & Honey "Sweet on the lips hot on the tongue."

PLEASE DRINK RESPONSIBLY.
WINE & SPIRITS: JON ACHARD, JONAS BOUTILLIER, LYNNHURST, TN
JACK DANIEL'S AND JACK DANIEL'S TENNESSEE APPLE ARE REGISTERED TRADEMARKS. ©2022 JACK DANIEL'S



COCKTAILS
MORQUE-A-ITA
A hauntingly refreshing mix of El Jimador Silver, Melon Liqueur and lime that's to die for.

Krupi Cooler
Jack Daniel's Tennessee Blackberry, REAL Blackberry Syrup, Lemon and Soda collide in a bewitching brew fit for the underworld.

Poison Apple
Jack Daniel's Tennessee Apple & Cran in a mix that's Sweet, Tart and Dangerously Delicious.

Bloody Mary
The Classic Cure-all with a bold El Jimador Silver Kick

Ash to Ash
Jack Daniel's Tennessee Fire, Lime & Crisp Ginger Beer
Smoldering Spice meets a Spark of Citrus in this cocktail born from the embers



RED OR GREEN? TRY BOTH.

SANTA FE WINE & CHILE FIESTA

The **Peachy Green** feat. El Jimador Cristalino

The **Redberry Blaze Margarita** feat. Tequila Herradura Reposado





BECCA SWEENEY NASHVILLE, TN

KEY ACCOUNT & ACTIVATION MANAGER
BSWEENEY @THEHIVEINC.COM



We're back with the Tennessee Titans tailgates! This season, we're highlighting Jack Daniel's Tennessee Berry across the menu with two fan favorites — the *Two Tone Berry* cocktail, made with sweet tea and lemonade, and our JDTB snow cones topped with a homemade blackberry-lemon boozy syrup.

So far, our two tailgates this month have welcomed around 200 guests each. The *Two Tone Berry* has quickly become the crowd favorite, and we're going through about 2–3 liters of syrup for the snow cones per event! Needless to say, both have been a huge hit.

Alongside all the tailgate fun, we're continuing our Designated Driver sign-ups inside the stadium. This year, participants have the chance to win a co-branded Jack Daniel's x Tennessee Titans barrel.

Outside of tailgating, we hosted a couple Jack Daniel's single barrel tastings, the Mayor's Cup annual golf tournament, Emo Night's 10th anniversary, River Swing, and the inaugural Iron Duel — where members of The Golf Sanctuary faced off in a virtual tournament against Team Europe.





BECCA SWEENEY NASHVILLE, TN

KEY ACCOUNT & ACTIVATION MANAGER
BSWEENEY @THEHIVEINC.COM





CHRISTIAN SALERNO MIAMI, FL

KEY ACCOUNT & ACTIVATION MANAGER
CSALERNO@THEHIVEINC.COM

September was a productive and successful month for the South Florida market. The month was marked by strong execution, strategic partnerships, and impactful consumer engagement. Listed below are some of the key activations that drove positive results across SOFL:

We launched the Jack Daniel's Gameday Program that involves the participation of five key accounts. The accounts will have printed menus listing Jack Daniel's FOB's and flavors features visible throughout the establishment all throughout football season. The program's QR code sweepstakes, offering fans a chance to win two season tickets for next year, generated great engagement and excitement at the Gameday activations that took place.

Old Forester partnered with Ukiah Japanese Smokehouse, Fort Lauderdale debuting the Whiskey Row lineup to enthusiastic guests who shared strong positive feedback. The account brought in one case of each SKU and added an Old Forester cocktail as a permanent menu feature. This was a significant win for the brand.

The team also participated in the 'Bourbon & Barbecue' event that took place at Gulfstream Casino, Hallandale Beach. Jack Daniel's, Woodford Reserve, and Old Forester were all featured. Guests provided enthusiastic feedback on the SKU's being featured, and were impressed by Brown-Forman's FOB's presence and impact at the event.

Additionally, Old Forester collaborated with Red Phone Booth, Miami, an exclusive speakeasy to host a Whiskey Row tasting experience. The event sold out with 25 tickets. The highly engaged guests loved the brand storytelling and signature cocktails being featured. The success of this activation has created opportunities for future partnerships with Brown-Forman's FOB's.

On the whole, September delivered exciting wins, elevated visibility, and strong consumer engagement across the market. With great momentum heading into October, we look forward to building on these successes and continuing to strengthen the Brown-Forman footprint in South Florida.





DEREK BALLARD ORLANDO, FL

KEY ACCOUNT & ACTIVATION MANAGER
DBALLARD@THEHIVEINC.COM



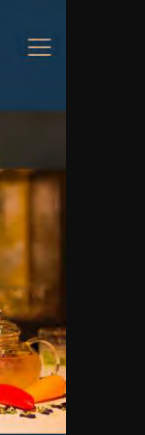
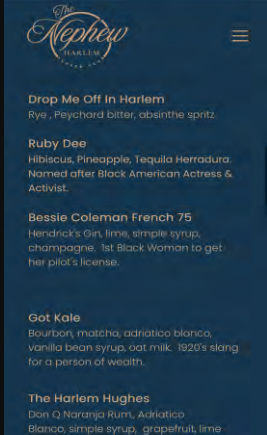
Nothing says September in Orlando more than Jack Daniel's football watch parties. We hosted 6 different watch parties where Jack Daniel's family of brands were on display and featured for consumers. We were able to engage with over 500+ consumers, and were able to get a total of 40 cases between the 6 watch parties.





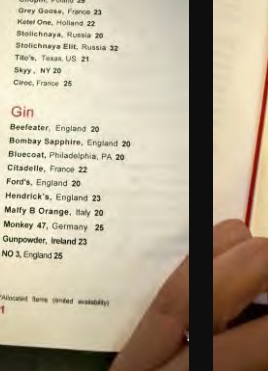
DOMINIQUE DAVENPORT NEW YORK, NY

KEY ACCOUNT MANAGER
DDAVENPORT@THEHIVEINC.COM



September was a month centered on preparation and alignment. I connected with the new distributor and participated in my first GSM introduction with the new sales team I'll be supporting. Throughout the month, I attended multiple happy hours and meet-and-greets to build relationships with the new sales representatives and better understand their accounts.

Much of my focus was on workwiths and account visits, sampling customers, introducing programming opportunities, visiting our new POS warehouse with the new distributor and planning activations for October. A major highlight of the month was welcoming Shaboozey to our market for his Highway 7 performance at Terminal 5, followed by the official afterparty at Desert 5, which was a great way to close out the month's efforts.





FELIPE AGUAYO D.C./ DELAWARE

KEY ACCOUNT & ACTIVATION MANAGER
FAGUAYO@THEHIVEINC.COM



Equal part cocktails. We all know about them, we all enjoy them and we all for sure have the best brands to elevate them.

That's why we decided to activate at Bus Boys and Poets.

This account is the perfect place to showcase the arts, the poetry and the drinks.

We supported their slam poetry night by creating an equal parts cocktail menu.

Ford's Gin, Diplomático, Old Forester and Jack Daniel's proved themselves perfect for the occasion.

Consumers got to enjoy local poets and musicians and celebrate the arts while enjoying Negronis, paper planes and Boulevardiers.

We also hosted a Jack Daniel's toast to seal the occasion.

Activation built brand advocacy and awareness.

We also drove velocity and supported a locally owned restaurant group from the DC market.

Good times.





IORDANKA BAKALOVA LAS VEGAS, NV

KEY ACCOUNT & ACTIVATION MANAGER
IBAKALOVA@THEHIVEINC.COM



September kicked off with strong momentum as we entered Tertile 2. Below are a few key highlights:

- 33 Total Activations Staffed via Hive
- Features/Menus at following accounts- Favorite Bistro, Tilted Kilt, Palms, Bogey's, Off the Strip, I love Sugar, Maxie's, La Taqueria, Gordon Ramsay, Tender, Losers, O'Aces, MGM Grand Lobby Bar, Gold Spike
- Staff Trainings at Ghost Bar and KOA
- Smith's Off-Premise Jack Blackberry tastings with strong sales of 10+ bottles per promo!
- Solidified programs in the works for O/N/D- Kopper Keg (5 locations), The Bar (7 locations), Piranha/Gipsy, Jimmy Kimmel Comedy Club



WWIN SECRET DRINK MENU

Must Present WWIN Attendee Badge to Receive Discount

PALMS



SCOTCH

40% OFF*

WHISKY
By the glass
Harvey & Hamlet White Blend
Concordium White Blend
My Favorite Neighbor Chardonnay
Mouau Chateau

By the glass
Chateau Rizer St. Emilion
Blended Dunes Pinot Noir
Stag's Leap Cabernet
Tast Matic
Morgan Syrah
Treatics Barolo

UNKNOWN

50% OFF*

WHISKY
By the glass
Jagmoor Cold Brew Coffee St. Jovard
Tequila Express
Faulstich Spirit
Deep End Crossover Vodka, Agave
Prosecco Club Soda
Eggs Margarita
Palm & Cello Tequila, Triple Sec, Lime Juice, Agave

By the glass
Jagmoor Cold Brew Coffee St. Jovard
Tequila Express
Faulstich Spirit
Deep End Crossover Vodka, Agave
Prosecco Club Soda
Eggs Margarita
Palm & Cello Tequila, Triple Sec, Lime Juice, Agave



DRINK MENU

SPECIALTY COCKTAILS

Boulevardier \$20
Woodford Reserve, Sweet Vermouth, Campari
Music City Margarita \$19
George Strait's Giddy Up, Agave Nectar, Organic Blue Agave Nectar & fresh lime juice
Espresso Martini (in plastic) \$19
Vodka & Vodka, W. Black coffee, lemon
Espresso
Dr. Dre & Snoots Gin Rickey \$16
Still Gin, Club Soda, Lime Juice
Southern Belle Smash \$15
Crown Royal Peach, Peach Puree, Citrus Soda, & Bourbon-Soaked Cherry
Cowboy Paloma \$15
Fiesta Azul Blanco, Grapefruit Juice, Organic Blue Agave Nectar, topped with soda, and a hint of Mango Tango \$15
Tito's Vodka, Mango Puree, Pineapple, OJ, and Grenadine
BlueBerry YumYum \$14
Western Son Blueberry Vodka, Sprite, and Lime Juice
Lime in the Coconut \$14
Deep Eddy Lime Vodka, Coconut cream puree, coconut water, Sprite
Drunken Arnold Palmer \$14
Deep Eddy Sweet Tea Vodka and Lemonade
Boot Scootin' Berry Lemonade \$14
Jack Daniel's Blackberry, Lemonade, and Fresh Lemon
Vanilla Pina Colada \$15
Crown Royal Vodka, Coconut Cream, Pineapple

WHISKY

Coors Barmen Bourbon
Knob Creek
Pendleton
Pendleton Rye
Jim Beam
Jack Daniels
Woodford Reserve

SCOTCH

Chivas 12yr
Glenlivet 12
The Barmen 12 yr
Johnnie Walker Black Label
Cultury Sars

VODKA

Grey Goose
Ketel One
Pickle Vodka

GIN

Tamperey
Bombay Sapphire
\$18 by Dr. Dre & Snoots

TEQUILA

Don Julio Blanco
Casamigos Reposado
Fiesta Azul Blanco
Patron Silver
400 Consejo Merca

TOP SHELF

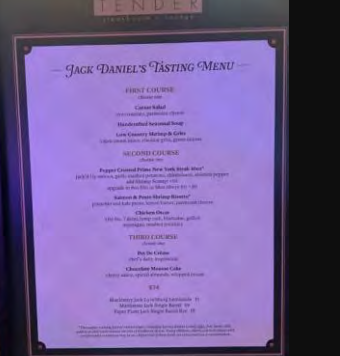
Blanton's Single Barrel 93
Don Julio 1942 Anejo
Código Extra Añejo Origin
Pendleton 20yr reserve

HANGOVER PREVENTION

Alcohol Armor Boule Berry (\$7) (NA)
The Lovers Comeback \$20
Tito's Vodka, Alcohol Armor Boule Berry, Club Soda, and Lime Juice

MONTHLY FROZEN DRINKS

Extra Spicy Mango Margarita





IORDANKA BAKALOVA LAS VEGAS, NV

KEY ACCOUNT & ACTIVATION MANAGER
IBAKALOVA@THEHIVEINC.COM

Moments that Matter-

One of our promo ambassadors works with a Veteran who is a lifelong Jack Daniel's fan. Wanting to do something special, we engraved the Marines logo on a Gentleman Jack bottle and added a bundle of Jack-branded gifts. The ambassador later shared a photo of him holding the bottle, smiling with pride and gratitude—a simple gesture that meant the world and reminded us of the impact our brand can have on a personal level.





KAREN BACK CHICAGO, IL

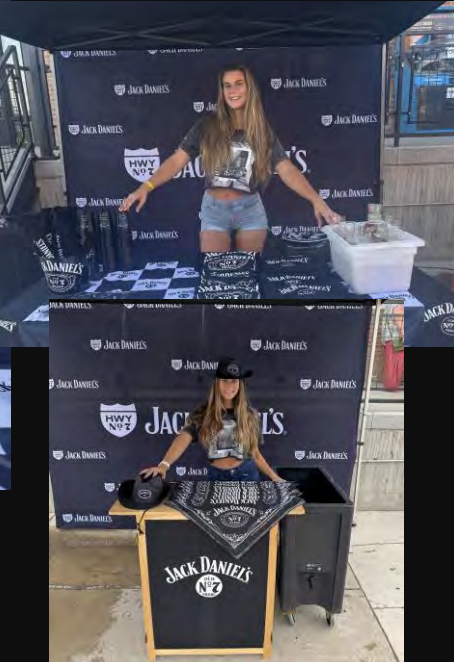
ILLINOIS TEAM MANAGER
KBACK@THEHIVEINC.COM



This month I executed three major activations for Jack Daniel's at Salt Shed (one of our largest accounts). We worked the sold-out shows to reach thousands of consumers — sampling the Jack Smash and staffing engaging POS for the outdoor concerts.

In addition to the Salt Shed efforts, I focused on Jack Blackberry, Jack Black/football programming, and on-premise promotions tied to local football crowds. I developed and ran "shot + beer" specials and coordinated activations alongside football programs at multiple bars, which drove strong trial and engagement.

I also focused on Jack Black and football programming, with a strong push behind Jack Blackberry. I secured shot-and-a-beer specials and activations at key bars tied to football events, driving great engagement and trial. I sold in 10 additional cases of Jack Blackberry and gained a permanent feature at a high-performing account. I also secured a Jack Old Fashioned placement on Ila's happy hour menu, and brought in a new restaurant, Diplomatico, which ordered 13 cases across 7 SKUs and added a featured menu placement as well. Overall, it's been a high-impact month with strong consumer reach, increased distribution, and multiple new permanent placements for key SKUs.





Rosé

COCKTAILS - 11

OLD FASHION
Jack Daniels, Demerara, Angostura

HUGO SPRITZ
St. Germain, Prosecco, Mint, Club Soda



Drinks

HOUSE COCKTAILS - 17

Midnight in Mumbai
diplomatico Rum, bulleit bourbon, garam masala, cardamom bitters. warm spice, rich depth, and a touch of smoke.

The Quinn
vuusa vodka, cranberry, blood orange, lime, triple sec, bright, citrus-forward, with a cranberry kiss.

Ash N' Orchard
palomo espadin mezcal, apple spice, lemon, tiki bitters, smoky, autumnal, and subtly spiced.

Ube Sour
pisco, ube, lemon, egg white, creamy, floral, and tropical with a velvety finish.

Bolivian Refresher
singani 63, pamplemousse, honey, thyme, prosecco or sparkling rose, herbal, sparkling, and refreshingly crisp.

Night at Garibaldi
g4 tequila blanco, victor noirs everlasting spicy, triple sec, lime, strawberry, mint, zesty, fresh, and kissed with spice.





KASEEM HOSLEY NEW YORK, NY

MCM KEY ACCOUNT & ENGRAVING MANAGER
KHOSLEY@THEHIVEINC.COM



The MNY Engraving Program partnered with Brown-Forman Commercial Marketing team to produce 30 custom gold-rub engraved Herradura Legend bottles for influencers nationwide. This initiative supported the KLGPR Influencer Program out of NYC and showcased our premium customization capabilities on a national stage.

As part of our ongoing corporate engraving initiatives, one of our long-standing off-premise partners once again requested a bulk order—50 engraved bottles of Herradura and Woodford Reserve 1.75mL for PNC Bank. This repeat business continues to reinforce the value and consistency of our engraving services for corporate gifting clients.



In collaboration with Jose Matos, Off-Premise Market Manager, we conducted joint travel for the el Jimador New Mix RTD Project, sampling products with off-premise accounts in our multi-cultural market. The reception and feedback were extremely positive, with retailers expressing strong interest and excitement for its arrival in our market.

We also brought back our Jack & Music Program at Lucille's Bar & Kitchen, activating during the Harlem Bomb Shelter poetry and music event. This platform continues to elevate Jack Daniel's through culture, community, and on-premise engagement.

To close out the month, I attended the BF Scotchtober Kickoff Happy Hour at The Flatiron Room. National Single Malts Ambassador Rory Glasgow was the special guest. The session provided valuable education on Glendronach 12 and key strategies to position the brand with our on-premise partners—timed perfectly to drive momentum during Scotchtober and beyond.





KASIA BITTKE CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER
KBITTKE@THEHIVEINC.COM



My first month as a Hiver has been an incredible start, filled with exciting collaborations and unforgettable events with the Brown-Forman team.

We kicked things off by hosting Jessi Lorraine, the national ambassador for Old Forester, for an exclusive bourbon flight experience with the Bourbon Club at Brownstone Tavern—a perfect evening of storytelling, tasting, and craftsmanship.

At Korner House, I brought Jack Daniel's to life with a happy hour activation, perfectly matched to the bar's vintage Jack-inspired décor. I also hosted a Woodford Reserve sampling event at The Union, highlighting their upcoming three-year anniversary of Lardon, Union & Meadowlark celebration on October 12th, where five custom Brown-Forman cocktails will take center stage.

Our team joined forces for a concert takeover at The Salt Shed for Durand Jones and The Indications, creating a memorable Jack Daniel's Bonded Series experience complete with samplings, meet-and-greets, and interactive indoor-outdoor activations.

I also partnered with a local singles club for a lively event at Over/Under Bar, where we poured Jack Daniel's, raffled off prizes, and secured a new permanent Jack shot placement on their late-night menu.

To wrap up the month, I hosted a Jack Daniel's sampling event at Lonesome Rose to help promote their upcoming Small Business Halloween Market on October 12th. The event will debut two new Brown-Forman cocktails as a sneak peek of what's to come on their seasonal menu.

It's been a busy, inspiring first month, and I'm so excited to keep building meaningful partnerships and bringing our Brown-Forman brands to life throughout the market!





KRISTINA SCHMITT DALLAS, TX

KEY ACCOUNT & ACTIVATION MANAGER
KSCHMITT@THEHIVEINC.COM



September started off with some Herradura features!

We enjoyed collaborating with Manuel Turizo on his concert and bringing Jack to life with all of his fans.



Made it to Nashville to show some Dallas bartenders a good time on Jack! Got to meet my counterpart Becca and it was such a blast!



Cowboys season is coming in strong. We are sampling Herradura as well as Jack at our activations on the Plaza! These programs are doing well with consumers.



Golf tournaments have been hitting the calendar as well as our HBCU football game at the Cotton Bowl within the State Fair of Texas!





KYLE LUTZOW CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER
KLUTZOW@THEHIVEINC.COM



My first month as a Hiver has been about being introduced to my market, and building new relationships with leading stores in the off-premise world.

My first activation as a Hiver was extremely fun. We set up a tasting booth for a Bourbon Society in St. Charles at Liquor N Wine. We got to showcase a large portion of the Brown-Forman portfolio. The show was a huge success with the star of the show being Jack Blackberry. We had many event goers come back to the booth multiple times to sample Jack Blackberry.

For the VIP members of the event they received a master class of the Old Forester Whiskey Row series. A massive hit many of the people attending were introduced to new bottles from the series they had never tried. We look forward to hosting similar events in the future.





LAUREN WELLS KANSAS CITY, MO

KEY ACCOUNT & ACTIVATION MANAGER
LWELLS@THEHIVEINC.COM



September was packed with wins across both Missouri and Kansas, with 17 total activations executed, 14 of them featuring Jack Daniel's Blackberry. Sampling 4,500+ consumers on Blackberry and sold over 25 cases through football promotions, concerts, and festival activations. Highlights included Bikefest, Jeep Jam at LOTO, and multiple Cable Dahmer concert activations, where VIP and GP guests engaged directly with the brand. At El Jimador's Hispanic Heritage Month activation with Sporting KC, we featured the Aztec Margarita, pushing sales to the eJ kiosk and selling 125 cocktails, the highest volume sold at that location this season.

At Bourbon in the Park, we created a sensory-driven pairing experience with Old Forester and honey, which was a huge hit with consumers and drove traffic to our off-premise partner, RedX. We also finalized all materials for Carnivore Carnival, secured menus and activation kits for upcoming football promotions. Cocktail menu development is underway for el Jimador and JD to support elevated on-premise experiences.

October is stacked with high-traffic events: Tiki Tuesday at Monarch (Diplomatico Reserva), Carnivore Carnival, Bogies & Beer, El Jimador's Bartender Appreciation Suite at Sporting KC (10/18), and Jack Flavors for Halloween. We're also preparing custom Day of the Dead activations for key Kansas and Missouri accounts, rolling out new POS, cocktails, and education opportunities for El Jimador. With strong case movement, high engagement, and creative experiences leading the way, we're closing Q3 with serious momentum.





LEAH VANDELFT TAMPA, FL

KEY ACCOUNT & ACTIVATION MANAGER
LVANDELFT@THEHIVEINC.COM



This month was packed with energy, education, and engagement across the Tampa-Naples market!

15 Off-Premise Tastings highlighting Jack Daniel's, Woodford Reserve, Old Forester, and Diplomático — focusing on consumer education, product knowledge, and driving premium trial at retail.

Participated in USBG Education Week, including the Herradura Tequila Panel and Diplomático Blending Session — connecting with trade partners and sharing insights on craft, flavor, and storytelling behind each brand.

Co-hosted the Fords Gin & Negroni Competition, featuring some of Tampa's top bartenders and creative spins on the classic Negroni. Incredible turnout, strong engagement, and lasting account relationships built through the event.

Throughout the month, I continued building portfolio visibility across accounts, expanding trade confidence through education, and seeing major momentum with our premium SKUs — especially Jack Daniel's Bonded, Woodford Double Oak, and Herradura Reposado.

As we roll into SONDR, the focus shifts to seasonal features, holiday engravings, and keeping our Brown-Forman portfolio top of mind with both trade and consumers.





MADELINE SKEETERS DENVER, CO

CONSUMER ACTIVATION MANAGER
MSKEETERS@THEHIVEINC.COM



September was another fast-paced and rewarding month filled with impactful activations, strategic partnerships, and standout brand moments across Colorado.

We hit the ground running with a variety of consumer-facing events, starting with the Neil Young concert and continuing with our activation at The Angry Clover's Biker Night, where we sampled Jack Daniel's Blackberry and handed out branded merch.

Our presence grew at CU Boulder football tailgates through a partnership with Mister Oso — a key venue closely tied to the local hotel industry, helping us build strong hospitality connections.

One major internal win this month was purchasing and programming our own 360 camera, giving us full control of content capture at events and adding a new layer of engagement to our activations.

We also supported a variety of community events, including a charity rooftop concert at Le Meridien's 54thirty to raise money for service animals, where Breakthru's own BBGBs performed, and A Vintage Affair benefiting Pathways Hospice — where I sampled Jack Blackberry Lemonade and won "Best Decorated Table" out of more than 40 vendors.





MADELINE SKEETERS DENVER, CO

CONSUMER ACTIVATION MANAGER
MSKEETERS@THEHIVEINC.COM

Retail and brand education continued to be a major focus. I trained the Argonaut Liquors events team on how to run our Woodford Reserve custom label program and joined them at a wedding expo, where we showcased personalized bottles to over 200 attendees — and we're already seeing order interest come through.

This month's biggest highlight was the Colorado Woodford Double Oaked Single Barrel dinner with Master Distiller Elizabeth McCall. After extensive planning and preparation, the event hosted over 40 guests and resulted in more than \$100K in strip net sales — a huge success that brought together luxury, education, and impact in one unforgettable night.

We've also continued to expand our footprint at key music venues like Mission Ballroom, where we launched our Jack Daniel's statue program. These photo-friendly branded displays have been a hit with consumers and serve as a powerful tool for on-site engagement. We've since deployed them at concerts, bars, and retail locations across the market.

We wrapped up the month by helping launch T-Bird's, a new Denver bar, with a branded opening day celebration, and kept the momentum going with activations at shows like Modest Mouse — keeping Jack front and center with Colorado's music fans. All in all, October was a month of smart moves and high-impact execution, laying even more groundwork for a strong close to the year.





MADISON OLIVER TAMPA, FL

HERRADURA TEQUILA SPECIALIST
MOLIVER@THEHIVEINC.COM



September was an impactful month for Herradura in the Tampa market, marked by educational opportunities, premium dinners, new placements, and strong account partnerships. We kicked off the month by featuring Herradura during USBG's Education Week, where over 30 bartenders attended an in-depth training session. Together, we explored the brand's rich history and production process, answered detailed technical questions, and deepened bartender knowledge of the portfolio. All attendees left with a 375ml bottle of Herradura and a stronger connection to the brand.

To celebrate National Guacamole Day, Herradura was highlighted during events at Rocco's Tacos in Fort Lauderdale and Boca Raton, where I presented the brand and introduced Rocco's exclusive barrel pick to guests. Attendees joined Rocco himself in a hands-on guacamole-making experience, and the new barrel pick is now featured as the tequila in the Cadillac Margarita, which launched on menus at all locations this month.

I hosted several other events this month- including a pairing dinner at St. Pete Yacht Club that featured Herradura alongside a curated menu and mezcal pairing for more than 80 guests. Guests also had the opportunity to purchase Herradura Legend with custom engraving, adding a personalized touch to the evening. Additionally, I hosted a pairing dinner at Propagation in Lakeland, a new account where we introduced the brand through curated pairings and signature Cantarito cup presentations, laying the foundation for a growing partnership.

To close out the month, I shifted focus to el Jimador placements for the upcoming Halloween season and began preparations for multiple Herradura-featured Halloween events in October.

Overall, September was a successful month of education, brand-building, new placements, and premium experiences, strengthening Herradura's presence and momentum across the Tampa market.





PAUL FONTANA Chicago, IL

KEY ACCOUNT & ACTIVATION MANAGER
PFONTANA@THEHIVEINC.COM



LOOKOUT FOR JACK DANIEL'S SPECIALS ALL MONTH LONG!

COCKTAIL MENU

ON DRAFT \$15 LEMON DROP MARTINI Layback Sol Oasi Vodka, Lemon, Shuga ESPOLÓN MARGARITA Espolón Blanco Tequila, Triple Sec, Lime BLUEBERRY RAIN DROPS Sol Oasi Layback Vodka, Blueberry, Lemon SPIKED HAWAIIAN PUNCH PUNCH Top Secret Rum Blend, Ginger of the Indies Liqueur, Pineapple, Lime, Yuzu Soda Topper	SHAKEN / STIRRED \$15 GENTLEMEN JACK'S OLD FASHIONED \$13 Gentlemen Jack Whiskey, Angostura, Orange Bitters, Demerara BABES BERRIQUILA Espolón Blanco Tequila, Maplewood Brambleberry, Raspberry, Lemon, Tote Chico PAPER AIRPLANES M.I.A. Benchmark Whiskey, Amaro Nino, Aperol, Lemon CODIGO SUMMERTIME AGUA FRESCA Codigo Blanco Tequila, Watermelon, Lime, Tajin Bite GIVE ME A HIGH FIVE Martin Miller London Dry Gin, Aperol, Grapefruit, Lime HENNESSY SIDECAR NSFV Hennessy, Hine Cognac, Combar Abricot Liqueur, Lemon, Sugar Rim Job ODD AMARETTO SOUR Old Grand Dad Bourbon, Bostea Amaretto, Cranberry, Lemon
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SHOT SPECIALS

DON JULIO 1942 SHORTY BOTTLE \$25 50ml Bottle of Don Julio 1942 Anejo Tequila JACK'S GODIVA CHOCOLATE \$10 Jack Daniel's Whiskey, Raspberry, Maplewood Chocolate Liqueur BRAMBLEBERRY LEMONADE \$12 Carolina Spices Bramble Vodka, Lemon, Shuga VEGAS BOMB \$12 Crown Royal, Peach Schnapps, Cranberry GREEN TEA \$12 Jameson Irish Whiskey, Peach Schnapps, Sweet & Sour	FROZEN \$15 WATERMELON JOLLY RANCHER Crown Royal, Watermelon, Lemon, Lime, Sprite THIS SLUSHY IS BANANAS BANANAS Carnegie Amara Caffe Coffee Liqueur, Vanilla White Chocolate Liqueur, Banana Chip Topper
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HAPPY MONTH FEATURE: JACK DANIEL'S
BENCHMARK • BARTON BURN • BARTON GR 1
QUERIDO VODKA • SOL OASI LAYBACK VODKA

ON WELL: JACK DANIEL'S

This first month has been a focus on Jack Daniels Old No. 7 reorders and new PODs for JD Blackberry.

For my first activation as a Hiver, the B/F team tasked me with executing a BBQ football tailgate at the Emporium Arcade bar in the heart of the West Loop. A bar traditionally known for its retro arcade games and robust tap beer selection. However, for the month of September, Jack Daniels was featured on their cocktail menu including Gentlemen Jack and No. 7 (Top-right). Outside we had cornhole boards and a BBQ tent with new Jack Daniels Blackberry swag.

My next activation was at Jefferson Tap, a local sports bar nestled in the residential neighborhood of West Loop. Utilizing the popularity of NFL Thursday night football, we hosted a Jack Daniels Blackberry sampling the game. Guests loved the Blackberry bottle and its new yet familiar flavor. Now we are looking to have a JD Blackberry cocktail to feature for the month of October.

For my final activation of the month, I lead a staff training demonstration at Lazybird, located in the Hoxton Hotel. A month ago this group hosted an immersive Herradura experience coordinated by the B/F market managers. Piggybacking off of this event, I asked the beverage manager, "Does your staff know the history and detail about Herradura tequila?" and he said "No". So I offered to do a Herradura staff training, including the Blanco, Repo, Anejo and Legend Sku's (Middle-Left).





ROSE ROSTOCK SAVANNAH, GA

KEY ACCOUNT & ACTIVATION MANAGER
RROSTOCK@THEHIVEINC.COM



September was a busy and successful month filled with activations across Savannah featuring el Jimador, Herradura, Old Forester, and Jack Daniel's Blackberry. Highlights included events at Top Deck for a Herradura Happy Hour, The Ann showcasing Old Forester Rye and 1910, Thomas Rhett at Enmarket Arena with a Jack Blackberry activation, Moodright's Conky Tonk with Herradura and Woodford Reserve, North Beach Bar & Grill's concert series introducing el Jimador Cristalino, Jalapeños' Mexican Independence Day celebration, and more. Each event helped drive awareness and excitement for our portfolio heading into fall.

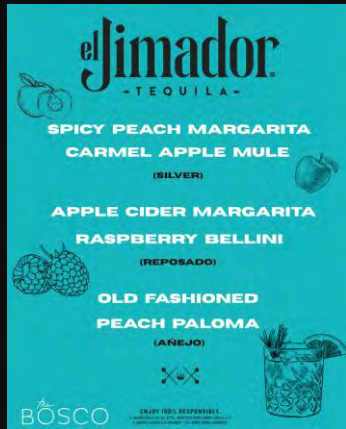
I also had the opportunity to travel to Lynchburg to host an account for a Jack Daniel's barrel selection, which was an incredible experience that reignited my passion for the brand. Beyond activations, I've been meeting with new accounts and planning for Halloween, Día de los Muertos, golf tournaments, and holiday engraving events, all while continuing to build strong Herradura, Jack, Old Forester, and Woodford Reserve programs throughout the market.





RYAN RANKIN DETROIT, MI

KEY ACCOUNT & ACTIVATION MANAGER
RRANKIN@THEHIVEINC.COM



over 150 guests came together for a vibrant night with el Jimador tequila, enjoying a menu of bold, handcrafted cocktails. The evening kicked off with **Spicy Peach Margaritas** and **Caramel Apple Mules**, followed by seasonal favorites like the **Apple Cider Margarita** and sparkling **Raspberry Bellini**. Guests also indulged in elevated classics, from a smooth **Old Fashioned** to a refreshing **Peach Paloma**. With great music, lively conversation, and unforgettable flavors, the event celebrated tequila's versatility in true nightlife style.





VINCENT LAZARO CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER
VLAZARO@THEHIVEINC.COM



Old Forester Prohibition Era
Dinner and Tasting. Thursday
September 25, 2025 6-9pm

Featuring 1870, 1897, 1910, 1920 and Statesman

PROHIBITION ERA
BOURBON TASTING
AND DINNER
THURSDAY SEPT 25

6-9PM

Hosted By Old Forester

Price Includes:

5 Course Dinner

Five 1 oz pours of Old Forester Featured Bourbon

Old Forester Representative

Pouring and Educating

\$125.00

Featuring 1870, 1897, 1910, 1920 and Statesman

ENJOYED A LOT!!



It's been an incredibly busy month because I love working with Whiskey Row. I blew my goals out of the water by selling in roughly 24 cases of Whiskey Row Series for the month supported by my dinners/engraving events.

The football season is well underway & our tailgate activations have been rocking & rolling. We are continuing to ensure Jack doesn't lose momentum while capitalizing off the hype of Blackberry and the love of the product!

I was also fortunate to be able to host a Negroni Session at one of my cocktail lounges in partnership with our EB Market Manager as well as National Brand Ambassador Martim. This was a great way to build the relationship with this account as it led to further menu placements.



BUZZ WORTHY

JIM DAHL - JESSICA ROCCATO



We are so excited for the start of the Fall season in New Jersey, and what a great kickoff it was! I had the opportunity to participate in an event featuring Old Forester and our Master Taster, Melissa Rift! Congress Hall, located at the Jersey Shore in Cape May, held an event for the release of their Cape Resorts Signature Old Forester barrel. During this event, Melissa educated guests on the history of Old Forester while each guest had the chance to purchase a bourbon flight and a bottle with a complimentary on-site engraving. The event was advertised on social media and ended up having a great turnout! A fun fact: Congress Hall is America's first seaside resort, so what better place to feature the world's first bottled bourbon? What a great experience this was, and I am looking forward to more impactful events this season.





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DENZEL FANIEL-ROBINSON NEW JERSEY

NORTH JERSEY ACCOUNT MANAGER
DFANIEL-ROBINSON@THEHIVEINC.COM



September was a highly productive month focused on expanding distribution, driving incremental displays, and increasing brand visibility across the Jack Daniel's, Old Forester and Woodford Reserve portfolios. Execution efforts delivered strong results in both retail and on-premise channels through new placements, impactful displays, and key trade engagement activities. Overall, September delivered strong execution and impactful market activity, resulting in increased brand presence, incremental floor displays, expanded RTD and premium offerings, and valuable trade engagement opportunities across key retail and on-premise accounts.





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JANICE REYES NEW JERSEY

CENTRAL JERSEY ACCOUNT MANAGER
JREYES@THEHIVEINC.COM



September was an exciting and productive month filled with a variety of activations and brand experiences. With the Jack Daniel's Blackberry program officially wrapped up, I was able to shift my focus toward events and engagement. I hosted my first engraving event at Stage House Tavern in Somerset, which was a success, and followed it with a Whiskey and Cigar event at Orchard Park in East Brunswick — both had great turnouts and strong feedback from guests.

Another highlight was representing Brown Forman at the Mercer County Beer and RTD Festival, where our table stayed busy the entire day. The Jack & Coke Vanilla was a clear crowd favorite, which looks very promising for future placements.

I also participated in New Brunswick's Negroni Week to help promote Fords Gin, supporting accounts and driving cocktail engagement throughout the week.

Additionally, I had the opportunity to work the Fedway Fall Trade Show at the Venetian in Garfield where we sampled and showcased our portfolio to trade partners — it was a great opportunity for brand exposure and account interaction.

To close out the month, New Jersey had the privilege of hosting Old Forester's Master Taster, Melissa Rift. I attended two of her four events, and both went incredibly well. Overall, September was busy, fun, and filled with great momentum heading into October.



September was a strong and well-rounded month in New Jersey, marked by extensive holiday preparation, impactful activations, and continued team development. I oversaw more than 40 events across on- and off-premise channels, engaging nearly 2,000 consumers and driving notable depletions. Much of the month focused on laying the groundwork for the 2025 Holiday Engraving season — finalizing schedules, training engravers, and updating creative assets such as posters and shelf talkers to enhance visibility year-round. I also provided hands-on technical and field support, from repairing and re-calibrating engraving equipment to training new operators. On the development side, I participated in internal training presentations, trade shows, and brand education sessions that deepened my knowledge across the Brown-Forman portfolio and strengthened collaboration with partners statewide. Overall, September balanced strategic planning with in-market execution, setting a strong foundation heading into the busiest season of the year.



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THOMAS KELLEY NEW JERSEY

JERSEY SHORE ACCOUNT MANAGER
TKELLEY@THEHIVEINC.COM



September was another exciting and productive month across New Jersey and the Jersey Shore territory! We kicked things off with the Fedway Fall Trade Show in Garfield, where I had the chance to speak with several customers about Old Forester. I really enjoyed sharing the brand's rich history and explaining what makes it such a standout within Brown-Forman's portfolio and the bourbon category overall.

Throughout the month, I also started designing new POS concepts for both on-premise activations and large off-premise tailgate displays.

On the on-premise side, I locked in my first few Jack Daniel's Blackberry events — featuring two signature cocktails that will receive permanent menu placement. To top it all off, I had the incredible opportunity to meet Old Forester's Master Taster, Melissa Rift, during the *Taste Through History* luncheon and hear firsthand how she brings the brand's story to life.





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TYLER RONAYNE NEW JERSEY

SOUTH JERSEY ACCOUNT MANAGER
TRONAYNE@THEHIVEINC.COM



September was an excellent first full month on the team! I've been diving into my role, learning the ins and outs of day-to-day responsibilities, and beginning to build strong relationships with my accounts.

Highlights this month include completing a 50+ case JD display, multiple shelf resets, and a few other smaller displays. I also represented Old Forester at the Moorestown Community House event with over 450 attendees, sharing brand history, sampling whiskey row, and serving a batched OF old fashioned that was a huge hit.

Additionally, I gained a lot of brand knowledge through events such as the Fedway Fall Trade Show at the Venetian, as well as the "Taste Through History" lunch with Melissa Rift.

It has been a great month of learning, connecting, and setting the foundation for future success!