

# MONTHLY BUZZ

# December 2025 138th Edition



# WE



# BUZZ WORTHY

JIM DAHL - JESSICA ROCCATO



Operation Ride Home was in full swing in New Jersey during December! The team was hard at work putting up displays, encouraging accounts to post on social media, and working to create awareness around the program overall. One highlight was our barrel tree event in New Brunswick, New Jersey. The whole Swarm Team came to Stage Left Steak, where the event was held, and worked to collect donations and support local accounts. The event had a great turnout and consumers were so excited to learn more. We look forward to this event every year, and it continues to grow and make a positive impact.





powered by THE HIVE

# DENZEL FANIEL-ROBINSON NEW JERSEY

NORTH JERSEY ACCOUNT MANAGER

December was a great month for me. I completed 10+ Operation Ride Home displays along with having an Operation Ride Home activation at Lincoln Park Fine Wine and Spirits. I also had 9 accounts participate in posting Operation Ride Home on their social media pages. NRS was a big win as well, where 10 of my accounts were successfully surveyed. Throughout the month I had multiple displays of Jack Daniel's, Woodford Reserve, Herradura, Old Forester and Gentleman Jack dressed for the holidays. Finally, all holiday engravings within my territory were a great success! This month was very productive and I can't wait for what's in store in 2026!





powered by THE HIVE

# JANICE REYES NEW JERSEY

CENTRAL JERSEY ACCOUNT MANAGER

This was my first time navigating a busy holiday season with Brown-Forman, so there was a strong learning curve as I went. December was extremely busy especially organize my first Holiday NRS surveys.

Key highlights include:

Executed 2 off-premise tastings for Blackberry

Executed 3 off-premise tasting activations tied to ORH, including one larger-scale activation where the account had a painter in store to customize any JD bottles purchased.

Through the month I had multiple holiday displays of Woodford Reserve, El Jimador, Old Forester Gentleman Jack and Jack Daniel's with it being the one with the mass displays for Operation Ride Home

Supported the execution of 20 engraving events across my area. developed a **gift basket program** to be incorporated into select engraving events. Each KAM selected three accounts to receive customized POS to pair with engraved bottles. With many brands executing engravings during the holidays, my goal was to provide something additional that helped Brown-Forman stand out and offer extra value to accounts and consumers.

Got 2 special cocktail menu placements for Diplomatico in a Cafe Espresso Martini at Stage Left Steak and a Jack Blackberry Fizz cocktail at Stage House Tavern

I also had the opportunity to support Operation Ride Home by helping the Brown-Forman team raise funds through cocktail mug sales at the Jack Daniel's Barrel Tree Lighting in New Brunswick, NJ and I participated in a gingerbread house competition that Maura, Christina and I decorated.

Overall, December was a demanding but rewarding month, and I'm confident that the experience gained during this busy season will help drive even stronger execution moving forward.





Happy New Year! December was one of our biggest months yet, filled with engraving wins, impactful activations, and festive team moments. We executed 120 events across the state, reaching 3,539 consumers and driving 2,189 depletions. Of these, 89 were on-site engraving activations where 1,228 bottles (and counting) were personalized, alongside 877+ corporate engraved bottles. Outside of engravings, I oversaw 27 additional events that reached 931 consumers and drove 84 depletions. I also managed 45 Display Enhancer bookings and inventory, attended and worked the New Brunswick Barrel Tree Lighting, joined the Operation Ride Home Bar Crawl, enjoyed a holiday dinner at Miracle Bar with Christina and Adrian, and helped decorate the Brown-Forman Gingerbread House with Christina and Janice for the New Brunswick competition.

# THOMAS KELLY NEW JERSEY

JERSEY SHORE ACCOUNT MANAGER



December was a busy and rewarding way to close out both the year and the tertile. I completed over 200 corporate engraving orders, executed two on-premise activations, installed 11 off-premise display enhancers, and conducted my first Holiday NRS surveys. I also had the opportunity to support Operation Ride Home by helping the Brown-Forman team raise funds through cocktail mug sales at the Jack Daniel's Barrel Tree Lighting in New Brunswick, NJ. Additionally, I secured eight permanent menu features across the three on-premise accounts I'm currently working with. Most importantly, I spent the month building out Jack Daniel's Operation Ride Home displays throughout the Jersey Shore to ensure strong visibility and impact during the holiday season. I'm looking forward to hitting the ground running as we kick off the final tertile.



# TYLER RONAYNE NEW JERSEY

SOUTH JERSEY ACCOUNT MANAGER



December is finally over, and I feel like we can all take a deep breath! Lot of running around to accounts for display enhancers, NRS surveys, and getting dressed up for the holidays. I was able to get three different Christmas tree displays set up for Operation Ride Home, and had many accounts repost on their social media accounts for it. Although I already knew that time management was a huge part of this job, December definitely reinforced that! I was able to complete 8 display enhancers, and was able to set up displays for Jack Daniel's, Woodford Reserve, New Mix, Diplomatico, and Herradura.

Joe Canals Marlton NJ  
 Join us in helping bring our troops home for the... See more



**HELP OUR TROOPS GET BACK HOME**

JOIN JACK DANIEL'S IN HELPING MILITARY FAMILIES REUNITE.

SCAN HERE.




2

Like Comment Share





# BUZZWORTHY

JIM DAHL - CHRISTINA KING - COREY SIMS

Happy New Year to our partners at Brown-Forman. Everyone at the Hive wants to thank you for your continued support.

We look forward to a great 2026 & F'27!

*Josie, Rick, Ted, Jim, Christina, Corey, Jess, Sudip, Nelson, John & Dave*



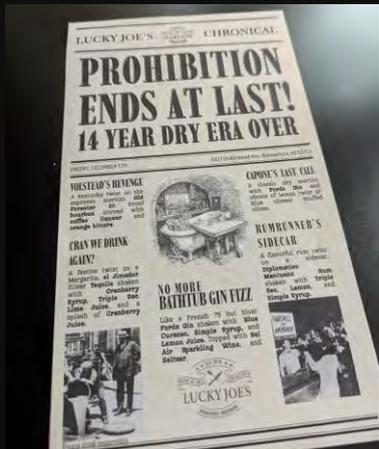
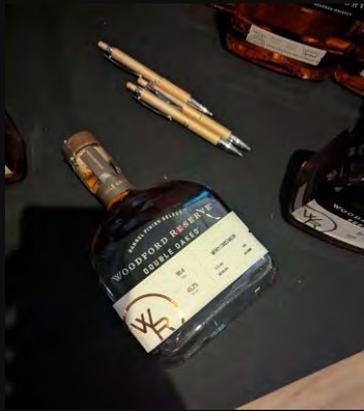
## OPEN POSITIONS

Detroit Michigan





# ABIGAIL WATTERS MILWAUKEE, WI SENIOR KEY ACCOUNT & ACTIVATION MANAGER



Holiday season was in full swing in December with spirit tastings, markets, features, and events. Jack was front and center at holiday celebrations with features at 9 accounts for the month of December for their holiday celebrations ranging everywhere from the holiday sweater pub crawls, holiday movie bingo, to honky tonk holiday music nights..

Celebrating the 92nd anniversary of the end of prohibition, at Lucky Joe's we had a Repeal Day party and month long features of Old Forester Whiskey Row, Fords, el Jimador, and Diplomatico selling in 5 new pods and 4 cases.

We had spirit tastings at Vennture Brewing, Moran's, and Ray's Mequon with Old Forester, and Matty's in New Berlin and MKE Yacht club with Woodford Reserve for the perfect opportunity for guests to learn about brands and purchase bottles. We sold 20 NP and 18 cases across brands.

Holidays are the perfect time for cocktails, we hosted 2 hands on cocktail classes where guests could learn about the history of the brands, cocktail recipes to wow their friends with and take home bottles of Old Forester.

We wrapped up December and 2025 with New Year's Eve celebrations at 10 accounts including a 75 person Jack Daniel's Dinner at Foxtown Brewing where each person took home an engraved 375 of Gentleman Jack, an elevated cocktail mystery experience at Agency, and NYE Bucks events at Uncle Bucks and Bars and Rec. Selling in 30 cases across brands. (Woodford 4, Jack 5.5, GJ 6, Fire 2, Apple 1, Blackberry 1, Old Forester 1, Fords 4, Benriach 1, JDSBF 3, Diplo .33)

Preparing for 2026 I set up 2 bottle club programs at Matty's and Elbow Room selling 42 cases of Old Forester Rye and 28 cases of Woodford Reserve Double Oaked





*Cocktails*

**MULE-TIDE GREETINGS**  
 JACK FIRE, GINGER BEER, LIME

**CRANAPPLE COOLER**  
 JACK APPLE, CRANBERRY

**JACK'S MERRY CHERRY**  
 JACK DANIEL'S, GRENADINE, COLA

**FOXTOWN**

**WELCOME**  
 Jack Daniel's Gentleman Jack, Foxtown Brewings' Lamplighter Czech Pils.

**VENISON TARTAR**  
 Bone Marrow, Radish, Shallot, Pines herbs, Crilled Bread.  
 Jack Daniel's Single Barrel Select, Foxtown Brewings' Flanders Old Farm Lager/Agel

**GRILLED SCALLOP**  
 Acorn Squash, Chestnut Brittle, Shellfish Sauté.

**LABELLE FARMS DUCK BREAST**  
 Coriander Honey, Lacquered, Braised Parsnips, Duck Jus, Deer County Cherry.

**SALTED HONEY MILKSHAKE**  
 Cider Donut, Toasted Meringue, Jack Daniel's Tennessee Honey & Foxtown Brewings' Iron Harvest Honey Lager.

Jack Daniel's Single Barrel Heritage, Foxtown Brewings' Lee White, Tennessee Brings Barren Aged, Vanilla Orange Witbe.

**HOLIDAY COCKTAILS**

**WELCOME COCKTAIL- SPICED CRANBERRY MULE**  
 2.0Z OLD FORESTER BOURBON  
 3.0Z BAWELD COUNTRY BOTTLES  
 1.0Z SINGHA BEER  
 .5.0Z LIME JUICE

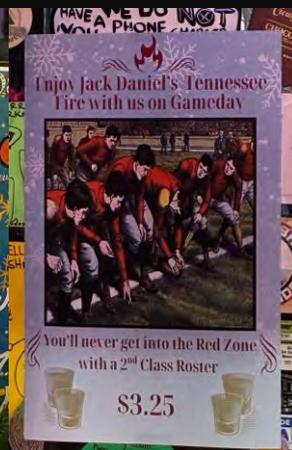
IN A MISTY MOON COMBINE ALL INGREDIENTS WITH ICE.





# AIDAN LEYLAND PITTSBURGH, PA

KEY ACCOUNT & ACTIVATION MANAGER



Tackling the Pittsburgh holiday season has been no short feat for our team. Tradition is the name of the game, and we've incorporated our brands into bars that have stood the test of time. At Jack's Bar (1933) we hosted Thanksgiving and Christmas potlucks with Operation Ride Home, and Dee's Cafe (1959) we introduced Jack Blackberry at their annual ugly sweater Christmas karaoke party.

Moose mug hot toddies with Old Forester and a hot chocolate bar with our Jack flavors. We kept our patrons toasty with warm drink features at three accounts.

At Carmella's christmas party we designed holiday postcards to send home recipes to friends and family with our 1910 and 1920 Whiskey Row expressions.

Our Steelers finished the season with an additional three tailgating features!





# ALYSSA GUERRA AUSTIN/SAN ANTONIO, TX KEY ACCOUNT & ACTIVATION MANAGER

December wrapped with strong momentum across Central Texas, fueled by high-impact activations, key hospitality partnerships, and cross-market collaboration.

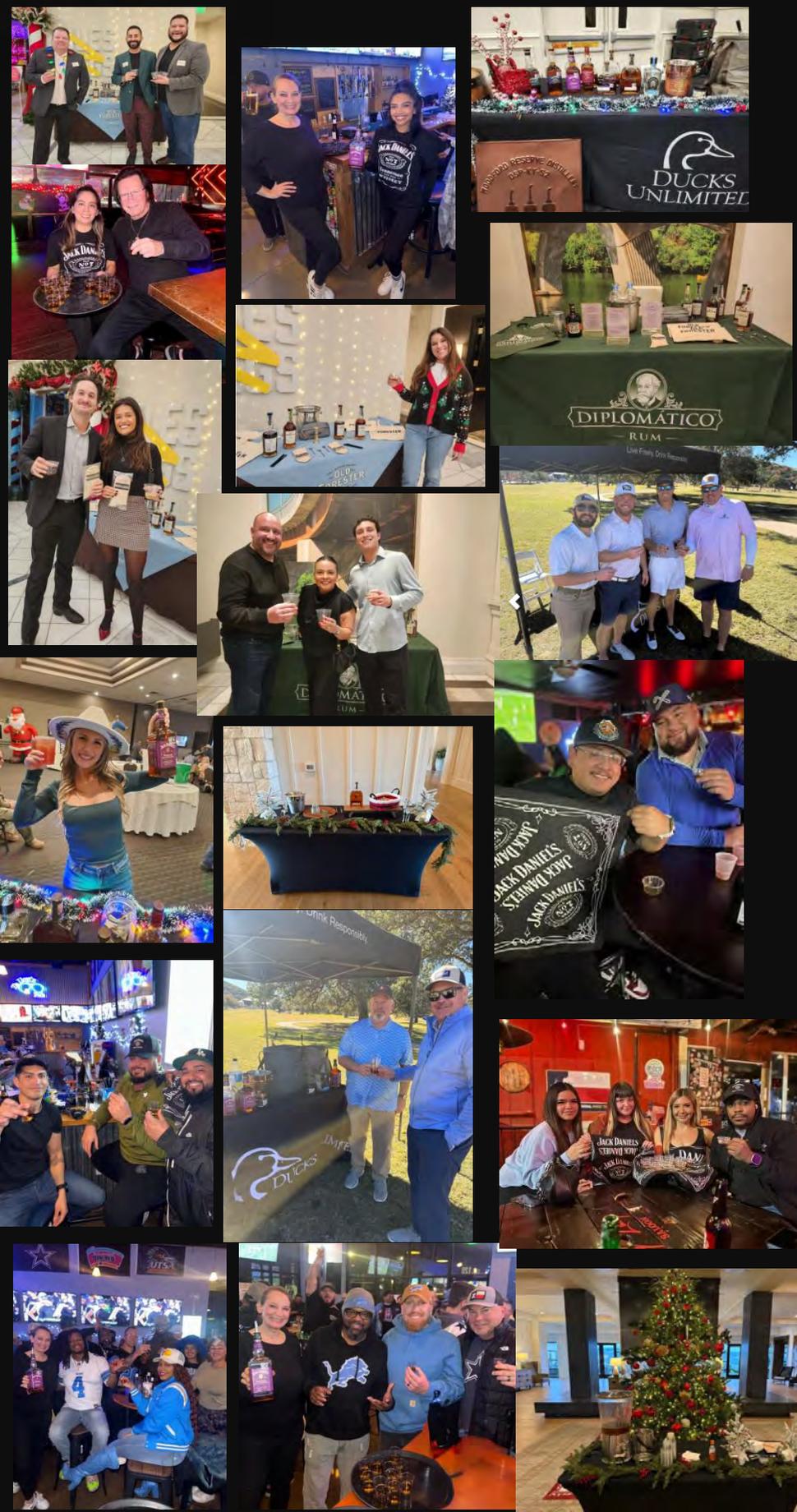
In San Antonio, we leaned into festive consumer engagement with Jack Daniel's Karaoke promotions, creating lively, high-energy moments that drove both brand visibility and on-premise traffic throughout the month. These activations paired perfectly with the holiday atmosphere and delivered strong consumer interaction.

In Austin, we executed a standout partnership with Omni Barton Creek, completing 7 of their 12 Days of Christmas consumer samplings featuring six BF brands. This multi-day program allowed us to showcase portfolio depth while reaching a premium, holiday-minded audience in a luxury resort setting — a great example of strategic, relationship-driven programming.

Additionally, we supported two Fairmont Austin samplings, one of which was a festive Ugly Sweater popup, blending seasonal fun with elevated brand touchpoints and strong guest engagement.

To close out the month, we were proud to support the annual Ducks Unlimited Duck Jam in Boerne, TX, a marquee event led by our Houston Off-Premise Market Manager. This year, both myself and our Emerging Brands Austin Market Manager had the opportunity to assist with execution, reinforcing cross-market teamwork and helping bring another successful Duck Jam to life.

Overall, December showcased the power of collaboration, premium partnerships, and creative activations — setting a strong tone as we head into the new year.





# ARTHUR LUCERO ALBUQUERQUE, NM KEY ACCOUNT & ACTIVATION MANAGER

December began with the refreshing of Jack Daniel's barrel displays across the Albuquerque metro area and statewide, establishing strong holiday visibility. As holiday features rolled out, I introduced a creative reuse concept of repurposing leftover Herradura Cantaritos from earlier Tequila Mania activations into Christmas ornaments. These were displayed on holiday trees at Sadie's Mexican restaurant, creating festive, eye-catching brand moments while extending asset life.

We supported depletion efforts for two accounts that had recently received barrels. At Two Fools Tavern, we assisted in the development of a month-long holiday cocktail menu featuring their Jack Daniel's Single Barrel Rye. We also partnered with Jubilation Fine Wines & Spirits for a highly anticipated allocated whiskey sales event. We used this opportunity to sample out the account's newly delivered Old Forester Single Barrel, resulting in just over two cases sold during the 1.5 hour event.

Throughout the month, our engraving team executed multiple holiday blitz runs across the state aiding depletion of holiday stock. Sampling activations were conducted for Woodford Reserve, Tequila Herradura, Diplomático Rum, and the Old Forester Whiskey Row Series.

Additional Holiday features for Woodford Reserve, Tequila Herradura and El Jimador were ran throughout the month.

The year closed strong with two high-energy Jack Daniel's New Year's Eve events: one at Effex Nightclub and the Jack Black & White Ball at Sidewinders Bar & Grill, both delivering strong consumer engagement and brand presence.

To close the quarter, I expanded the ambassador team with several new additions and led a refresher training for both new and existing members, ensuring the team enters the new year aligned, refreshed, and prepared to educate and execute at a high level.





**BECCA SWEENEY**  
**NASHVILLE, TN**  
 KEY ACCOUNT & ACTIVATION MANAGER

And that's a wrap on 2025.

Here in Nashville, we partnered with more holiday pop-up bars than ever before, closing out the year with incredible momentum. Barrel Proof returned with its second annual *Holiday Staycation*—an idea originally developed last year in collaboration with their bar team—which once again delivered record sales and near-full-line depletions across Brown-Forman's portfolio.

This year, we were also able to create something truly special with *Spirit of the Season*. Over two nights at Wilburn Street Studio, we transformed the space into a fully immersive experience by projecting images and video from the distillery onto the walls. Each night welcomed more than 300 guests, featuring Jack Daniel's cocktails and an atmosphere that brought the brand story to life in a memorable way.

On the sports front, the Titans took a big W against the Chiefs, and we closed out tailgate season strong with the Music City Bowl—ending the year where Nashville shines best: great whiskey, great music, and unforgettable experiences.





**BECCA SWEENEY**  
**NASHVILLE, TN**  
 KEY ACCOUNT & ACTIVATION MANAGER



22 MONTHS



# CHELSEA DENNISON CHARLOTTE, NC

ON-PREMISE KEY ACCOUNT & ACTIVATION MANAGER



Secured two holiday cocktail menus: Azteca Mexican Restaurant (1 Herradura Silver cocktail) and Retro Bar (3 El Jimador Blanco cocktails).

Worked with three accounts for New Year's Eve: Retro Bar (NYE cocktail menu featuring two Herradura Ultra cocktails; poster boards promoting Herradura Ultra as a premium table option alongside Moët Rosé) and Lulabelles & Rio Ultra Lounge (sister accounts; shared NYE cocktail menu featuring three Herradura Silver cocktails executed at both locations).

Conducted two staff trainings: Graham Street Pub & Patio and Superica – South End.

Drove new placements: Leroy Fox added Herradura Ultra and is converting well tequila to el Jimador from Lunazul; Retro Bar added Herradura Ultra, Herradura Legend, and el Jimador.

Strengthened key account relationships: delivered holiday gift bags (Herradura glassware, bar tool, snacks, handwritten note) to five priority accounts; helped sponsor Graham Street Pub & Patio holiday party by providing tequila for their party bus to the hockey game, creating valuable staff engagement.



## New Year Special Menu

### MIDNIGHT BUBBLES

CHAMPAGNE, HERRADURA ULTRA, BLACKBERRY PURE & LEMON

### AFTER PARTY

HERRADURA SILVER, PINKAPPLE, OJ & GREEN ADIENE

### ULTRA 75

HERRADURA ULTRA, LEMON JUICE, AGAVE SYRUP & CHAMPAGNE

### VELVET MULE

VANILLA VODKA, GINGER BEER & LIME

### HENNY-RITA

HENNESSY, LIME JUICE, COINTREAU & AGAVE SYRUP



# CHRISTIAN SALERNO MIAMI, FL KEY ACCOUNT & ACTIVATION MANAGER

December was an impactful month centered on sales growth, meaningful consumer interaction, and strengthening brand awareness through immersive experiences and strategic partnerships. The highlighted events below reflect strong engagement, positive brand sentiment, and continued momentum as we close out the year.

Art Basel provided an ideal platform to connect with consumers through culture, creativity, and premium spirits. The Museum of Graffiti hosted a well-attended event in partnership with Jack Daniel's, where guests enjoyed complimentary cocktails and live music from featured guest artists. The atmosphere encouraged organic interaction, allowing consumers to engage with the brand in an authentic and memorable setting.

Sable Havana Cigars hosted their annual cigar event, featuring both Jack Daniel's FOBs and Woodford Reserve. Consumers were highly aware of the products being sampled and actively shared personal experiences and brand familiarity during the event. Engagement was especially strong around Jack Daniel's branded sunglasses, which were well received and generated excitement, reinforcing brand visibility and consumer connection.

Old Forester hosted a Whiskey Row tasting and engraving event at the BRIC Boca Raton Innovation Center. Consumers enjoyed learning about the different Old Forester SKUs and appreciated the opportunity to purchase their preferred expression following the tasting. The personalized bottle engraving added a unique and memorable touch, driving excitement and sales. POS giveaways were well received, and a total of 44 bottles were sold during the event.

Overall, December was a productive and successful month, marked by strong consumer engagement, brand loyalty, and measurable sales results. We look forward to carrying this momentum into the new year and building on these successes as new opportunities unfold.





Brown-Forman brands were on full display in Orlando and Jacksonville. We had the last of our Jaguars football programs with Jack Daniel's. Woodford was on full display at our Ritz Carltons Members Wintertime Event. Diplomatico was featured as a rum spritz for a NYE event and Fords Gin was part of a pop up power rangers event. We also had 3 different engraving events featuring Woodford Double Oak, Woodford Reserve, and Jack SBBP.



Signatures	
<b>FIRESIDE</b>	14
old fashioned bourbon, cranberry orange reduction, orange bitters, dilapidated, light, delectable, seasonal	
<b>PISTACHIO COQUITO</b>	12
Bacardi rum, coconut cream, pistachio, Blanco high ester	
<b>BREWED AWAKENING</b>	16
100% vodka, fresh brewed espresso, lavender, citrus, floral, smooth, vibrant, elegant	
<b>POLAR POM EXPRESS</b>	14
Cerritos blanco tequila, coriander, grapefruit, saline, sparkling, vodka, refreshing, effortlessly elegant	
Non-Alcoholic	
<b>NOT-SO-STUBBORN MULE</b>	13
lemonade, ginger, 100% spirit, orange, blue, saffron, lime, ginger, beer, refreshing, water, a bit of ginger	





December was a transitional month focused on year-end wrap-ups while laying the groundwork for a strong start to the new year. The month included closing out with the school, supporting select activations, and securing placements across the market. A key highlight was executing Operation Ride Home with Jack Daniel's at Lion's Head Tavern, reinforcing responsible consumption during the holiday season.

My senior regional director Christina King also visited the Metro New York market, providing a valuable opportunity to bring her along on market work-withs alongside our Southern Glazer's reps. This allowed for meaningful exposure to account relationships, in-market execution, and overall market dynamics.

With many restaurant partners operating at full capacity throughout December, I used this time strategically to begin building opportunities for January, recognizing that many accounts prefer to reset and engage more actively in the new year. This approach allowed for more intentional planning and stronger positioning heading into T3.



We closed the year strong with **75 total activations**, heavily focused on **NFR and the holidays**, driving high engagement, strong cocktail sales, and meaningful account momentum. Standout successes included multiple NFR bar takeovers and activations (notably Aria Bonded Lounge, Coyote Ugly, TAP House, Beerhaus, and Virgil's), premium education events, large-scale holiday and 23 off-premise engraving programs, and elevated brand experiences across key on- and off-premise partners.

Feedback from accounts, distributors, and consumers was overwhelmingly positive, with several concepts expanding to additional properties and multiple partners expressing interest in continued and expanded collaboration in 2026.







**NFR**  
*Rodeo Specials*

- Coors Banquet**
- Ranch Water**  
Herradura silver, topo chico strawberry guava
- Mule Wrangler**  
Jack Daniel's, lime, ginger beer
- Rider Refresher**  
Herradura silver, Jack Daniel's Tennessee Blackberry, Chambord, lime juice
- American Tea**  
Tito's Handmade, lemonade, iced tea
- Cowboy Gold Rush**  
Jack Daniel's Tennessee Honey, lemon juice, honey
- Backaroo**  
Jagermeister, club soda, orange slice

Tito's  
 Jack Daniel's  
 No. 7  
 Tennessee  
 WHISKEY  
 70-140% Vol.





**KAREN BACK**  
**CHICAGO, IL**  
KEY ACCOUNT & ACTIVATION MANAGER



This month was incredible with Jack Daniel's and football. We engaged hundreds of consumers through high-energy activations featuring Jack swag and coveted starter jackets, driving strong brand excitement and visibility. Across multiple venues and New Year's Eve celebrations, I sold 48 cases across the full Jack Daniel's portfolio.

The highlight of the month was New Year's Eve, where I built the celebration around Jack Daniel's Sinatra Select at The Pump Room. We hosted a branded Sinatra Old Fashioned bar that became a focal point of the night, reaching 789 consumers. The activation made a meaningful impact by educating guests that Jack Daniel's is more than Old No. 7—showcasing its premium depth, craftsmanship, and versatility in elevated cocktail moments.







December highlighted the power of engraving as a premium differentiator - driving repeat business, larger orders, and expanded use of multiple BF brands.

Returning customer from last year's \$5K WR Holiday Engraving Activation order increased spend to \$6K for their holiday party. Expanded beyond Woodford Reserve into Herradura and Herradura Legend with my guided portfolio support.

100 bottles engraved featuring 12 unique commercial building images and a company logo.

Required advanced engraving precision due to reduced image scale on narrow Herradura Legend bottles.



Long-standing barrel customer, Monadnock Construction, requested 3 engraved Woodford Reserve barrels for their holiday party.

Completed all 3 barrels independently under a 5-day turnaround (95 cases / 600 bottles).



Implemented a dual-laser printer workflow (mobile van + warehouse) to meet deadline.

Largest single engraving project completed to date within the assigned timeline.



700 bottles completed between two customers in one week for holiday parties.





# KASEEM HOSLEY NEW YORK, NY

MCM KEY ACCOUNT & ENGRAVING MANAGER



25 engraving activations completed

880 bottles engraved during activations

25 personalized bottles engraved as holiday gifts for Distributor Holiday staff

3 retail staff trainings

Secured 10 permanent placements of branded rubber floor mats.

Launched a new technique engraving Herradura Legend bottles within it's packaging box due to the absence of an official template.

Hosted Christina King for in-market visits across on- and off-premise accounts. Demonstrated live engraving execution from the van at off-premise account and the sell of 2 cases of GD12 at on-premise account.

Hosted The GlenDronach 12/Old Forester activation and sold 2 cases of GD12, my first-ever sale for this brand in the market.

Continued expansion of Jack Daniel's Blackberry distribution across accounts.

Momentum exiting December positions the market well to close out T3, with established engraving programs, strengthened account relationships and continued opportunities to expand distribution.





# KRISTINA SCHMITT

## DALLAS, TX

KEY ACCOUNT & ACTIVATION MANAGER

December was full of top-notch holiday spirit!

We had an incredible time at the Very Jerry Xmas Holiday Party, where Woodford Reserve truly showed up as a powerhouse brand. Guests returned multiple times and consistently told us we had the best setup and the best drinks at the entire event. One standout feature was allowing patrons to toast their own marshmallows to use as a garnish for a s'mores Old Fashioned—a total hit and major crowd favorite.

Stars hockey is going strong. The team is having a great season, and we've been out supporting several home games with Jack & Coke RTD and Jack Daniel's Blackberry promos—repping our boys in custom Jack Daniel's hockey jerseys.

My local team and I collaborated on a three-brand staff training, which was very successful.

We closed out 2025 and rang in the New Year at one of my accounts, Catbird—and I shamelessly had the DJ do a photo shoot with Ford's Gin to capture the moment.





# LAUREN WELLS KANSAS CITY, MO

KEY ACCOUNT & ACTIVATION MANAGER

## Old Forester + Whiskey Programming

We hosted a private Old Forester Whiskey Row & Honey pairing at The Pendergast for 8 whiskey club members. 8 cases sold in, 14 bottles sold during the event, with \$45 Birthday Bourbon pours adding a premium touch. Old Kinderhook Resort in LOTO hosted a pre-sale whiskey dinner with 12 attendees and 8 bottles sold—plans are in motion for a March event featuring additional portfolio spirits.

## [Whiskey Roverver Recap](#)

## Market Visits & Momentum

Taylor Bollinger and Jason Gabarra joined me in market for a high-impact ride-with and SGWS dinner, visiting Sporting KC, Bamboo Penny's, and Hereford House Shawnee. We finalized upcoming tastings and locked in Q1 placements, including a JD Blackberry pop-up at Frost and a confirmed Old Fashioned holiday menu at Harry's Country Club. Oh Hey Agave saw 200+ consumers sampled on Herradura Ultra and Reposado.

## Activations

12/8 – SGWS KS Quarterly Presentation

12/9 – Old Forester Tasting @ The Pendergast

12/10 – Taylor Bollinger KS Ride-With + SGWS Dinner

12/11 – Whiskey Dinner @ Old Kinderhook – LOTO

12/16 – OF + Honey Pairing @ Gomers 103rd

12/16 - OF Tasting with Nourished KC

12/16 – Ugly Sweater Party @ Hillsiders

12/19 – Dashing Through Jack @ Brewbakers (\$5 JD + Friday giveaways)

12/20 – Carols & Barrels @ Guitars & Cadillacs





# MADISON OLIVER TAMPA, FL HERRADURA TEQUILA SPECIALIST

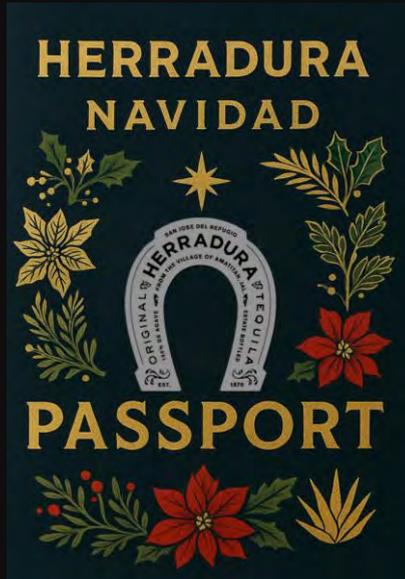
try the new

## Mistletoe Margarita

TEQUILA HERRADURA REPOSADO  
CRANBERRY · LIME JUICE · AGAVE



December was a high-impact, relationship-driven month for Herradura across Orlando, Tampa, and St. Petersburg, anchored by premium partnerships and highly visible activations. The month kicked off in Orlando with Herradura serving as the exclusive tequila partner for the second consecutive year at the PNC Championship at the Ritz-Carlton Orlando, including featured placement at the members' kickoff dinner ahead of tournament weekend. In St. Pete, we partnered with Copper Shaker to execute the Passport to Jalisco activation—fully immersing bartenders and trade into the world of Jalisco with four interactive stations, four themed cocktails, and a festive Christmas-inspired experience. Herradura also returned to Hotel Bar for the third annual Holly Jolly Inn Christmas Party, where the venue was packed all evening, Brown-Forman brands were featured exclusively, and significant funds were raised through raffle sales benefiting Operation Ride Home. The month concluded with a New Year's Eve Prohibition-themed celebration at The Birchwood, where Herradura, Ford's Gin, and Old Forester were the exclusive spirits for ticketed guests. Overall, December reinforced Herradura's strength in premium, high-visibility partnerships and continued momentum across the St. Pete, Tampa, and Orlando markets.



### SIGNATURE COCKTAILS



#### Silver Sleigh Spritz

- Tequila Herradura Blanco
- Oleo-Saccharum
- Cranberry Cinnamon Syrup
- Splash of soda
- Served in cantarito clay mug

#### Navidad Nog

- Tequila Herradura Añejo
- Sherry
- Eggnog
- Cinnamon, Nutmeg, Orange Zest



#### Hacienda Hot Cocoa

- Tequila Herradura Reposado
- Mexican Hot Chocolate
- Chile Spice, Cinnamon
- Cinnamon Stick + Cocoa Powder Dusting

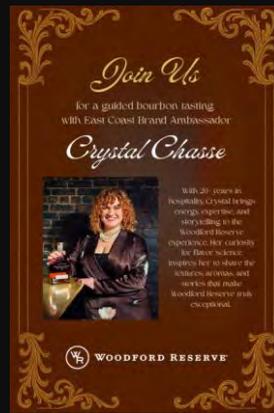




# SIOBHÁN CUSUMANO

## TAMPA, FL

EVENT & ACTIVATION MANAGER



December was an exceptionally active and relationship-driven month, with a strong focus on supporting both the hospitality community and our distributor partners during one of the busiest times of year. The team executed three Game Day activations across two key on-premise accounts. In parallel, multiple off-premise samplings concentrated in the Naples market were strategically timed to drive holiday gifting and premium seasonal purchases, ensuring strong brand presence at retail during peak holiday buying weeks.

On the experiential side, the month featured several standout, hospitality-forward moments. We hosted Crystal Chasse for a Woodford Reserve perfume class, delivering an elevated, sensory-driven experience that resonated strongly with industry professionals. We also executed Whiskey Voyage, the annual whiskey convention hosted by one of our top accounts, Grand Cathedral Cigars, reinforcing our commitment to premium education and top-tier account partnerships. These efforts were complemented by our annual holiday party, which served as a key touchpoint to celebrate the service industry and thank them for their continued support throughout the year.

The team helped host a staff holiday party at Propagation Kitchen, ensuring frontline hospitality teams felt recognized and celebrated during the holiday season. We also intentionally spoiled our distributor partners with a handmade gifts as a sincere thank-you for their hard work, collaboration, and commitment throughout the year. Collectively, these efforts reinforced Brown-Forman's role as a supportive, people-first partner in the market—one that invests not only in brands, but in the individuals and relationships that drive long-term success.





# ROSE ROSTOCK SAVANNAH, GA

KEY ACCOUNT & ACTIVATION MANAGER

December in Savannah was all about leaning into the festive season and showing up where it mattered most. We kicked off the month with a full slate of holiday celebrations across some of our top on-premise accounts, including The Olde Pink House, The Rail, Social Club, Elizabeth's on 37th, Perry Lane, and The Escape Company, each bringing its own unique energy to the season.

One of the most impactful moments of the month came through the use of our engraving machine. Rather than focusing solely on accounts, I felt it was important to extend that appreciation to our distributor partners. Bringing the engraver to **United** allowed us to directly thank their sales team for the work they do day in and day out. The response was overwhelmingly positive, and the engravings were both well-received and widely utilized.

We also saw strong engagement at **Savannah Golf Club**, where members lined up to enjoy Old Fashioneds while having their Woodford bottles engraved, creating a memorable experience that paired personalization with premium hospitality.

Mid-month, I had the opportunity to assist with the NRS survey, which gave me valuable exposure to off-premise accounts and allowed me to better understand that side of the business.

To wrap up the month, I hosted our first **Howl-iday Cheer** party at **Farace's Finest**, benefiting **Renegade Paws Rescue** and featuring Herradura. The event combined community, charity, and brand engagement in a way that felt both meaningful and authentic. We closed out the year on a high note with a special New Year's Eve celebration at **Top Deck**, ringing in the new year with Chambord and a strong sense of momentum heading into 2026.





December was a great month!

I got to host Whiskey University with ESPN as an ambassador for Jack & Herradura. I did a paint a pint glass event with Jack Daniels for the holidays! I even snuck in a Glendronach event there with the new Masters Anthology!

I did more engravings and was able to capitalize on our premium skus such as Whiskey Row Series and Woodford Double Oaked as this was the month I've moved the most Double Oaked. Around 18 cases!

Overall I'm glad to be back at 100% to hit the ground running for 2026!





# PAUL FONTANA CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER



For the month of December, the primary focus was driving holiday and NFL-related consumer engagement while converting successful features and activations into depletion, reorders, and future menu placements for Jack Daniel's, Old Forester, Woodford Reserve, and select priority SKUs. The month began with strong winter menu momentum at **The Robey Hotel**, where a new seasonal feature menu was launched showcasing Jack Daniel's Old No. 7 and Jack Daniel's Blackberry. Jack Daniel's Old No. 7 was also selected as the well option for The Robey's New Year's Eve celebration across all four hotel properties, reaching over 200 consumers. The account has continued to run a Jack Daniel's drink special since Thanksgiving and is currently evaluating the most popular cocktail for a permanent menu placement.

At **Jefferson Tap**, an Old Forester feature cocktail continued to perform strongly throughout the month, depleting existing inventory and prompting discussions around a reorder due to positive guest response. National brand momentum was also visible at **Punch Bowl Social**, where Jack Daniel's was featured as part of a winter holiday program led by the national team. While not directly executed by me, this placement opened the door to ongoing conversations with the buyer about securing a future localized event or activation.

NFL-driven promotions played a major role in December's success, beginning at **Logan 11**, where the Jack Daniel's Blackberry, Chambord, and Red Bull Juneberry "bomb" promotion proved successful enough to repeat the following weekend. The account also committed to bringing in one bottle of each Jack Daniel's Bonded Series SKU. Later in the month, **Logan 11** hosted a Bears game-day promotion where consumers who purchased Jack Daniel's cocktails could spin a prize wheel for samples of Jack Daniel's No. 7, Fire, Honey, and Blackberry, reaching approximately 50-75 consumers. Continued buyer engagement resulted in the purchase of Jack Daniel's Bonded and Tennessee Rye and opened discussions around a New Year's Eve activation.



# PAUL FONTANA CHICAGO, IL

KEY ACCOUNT & ACTIVATION MANAGER

Additional Bears game-day activations included **Azul Mariscos**, which featured Jack Daniel's Blackberry bombs during Sunday football, and **Hawkeyes**, where multiple Jack Daniel's No. 7 and Honey promotions reached approximately 75 consumers per activation. **TJ Donlin's** also executed a Bears vs. Packers Jack Daniel's No. 7 and Blackberry promotion, engaging roughly 100 consumers and reinforcing brand presence during a high-traffic rivalry game. Additionally in December I conducted two Woodford Reserve bottle engraving events at **The Clayton** for members. The activation resulted in the purchase of three cases of Woodford Reserve and one case of Woodford Reserve Double Oaked. A similar engraving activation took place at **The Evie** later in the month, driving the purchase of two cases of Woodford Reserve.



Mid-month activations expanded into entertainment-driven programming at **The River**, where a one-off Saturday drag show sampling introduced Jack Daniel's to a new audience. Once again utilizing Jack Daniel's Blackberry bomb incorporating Chambord and Red Bull Juneberry. At **Big Mini Putt**, a Tuesday league-night activation featuring Old Forester and Jack Daniel's. And the account committed to adding a Jack Daniel's Blackberry cocktail to its main cocktail menu.



The month concluded with continued menu placement wins and forward planning, including securing two cocktail menu placements at **Venteux** featuring Jack Daniel's Blackberry, Chambord, and Woodford Reserve, and ongoing efforts to finalize New Year's Eve activations across multiple accounts. Overall, December delivered strong depletion, expanded distribution, and high-impact consumer engagement, with Jack Daniel's Blackberry emerging as a consistent driver of both volume and menu visibility heading into the new year.

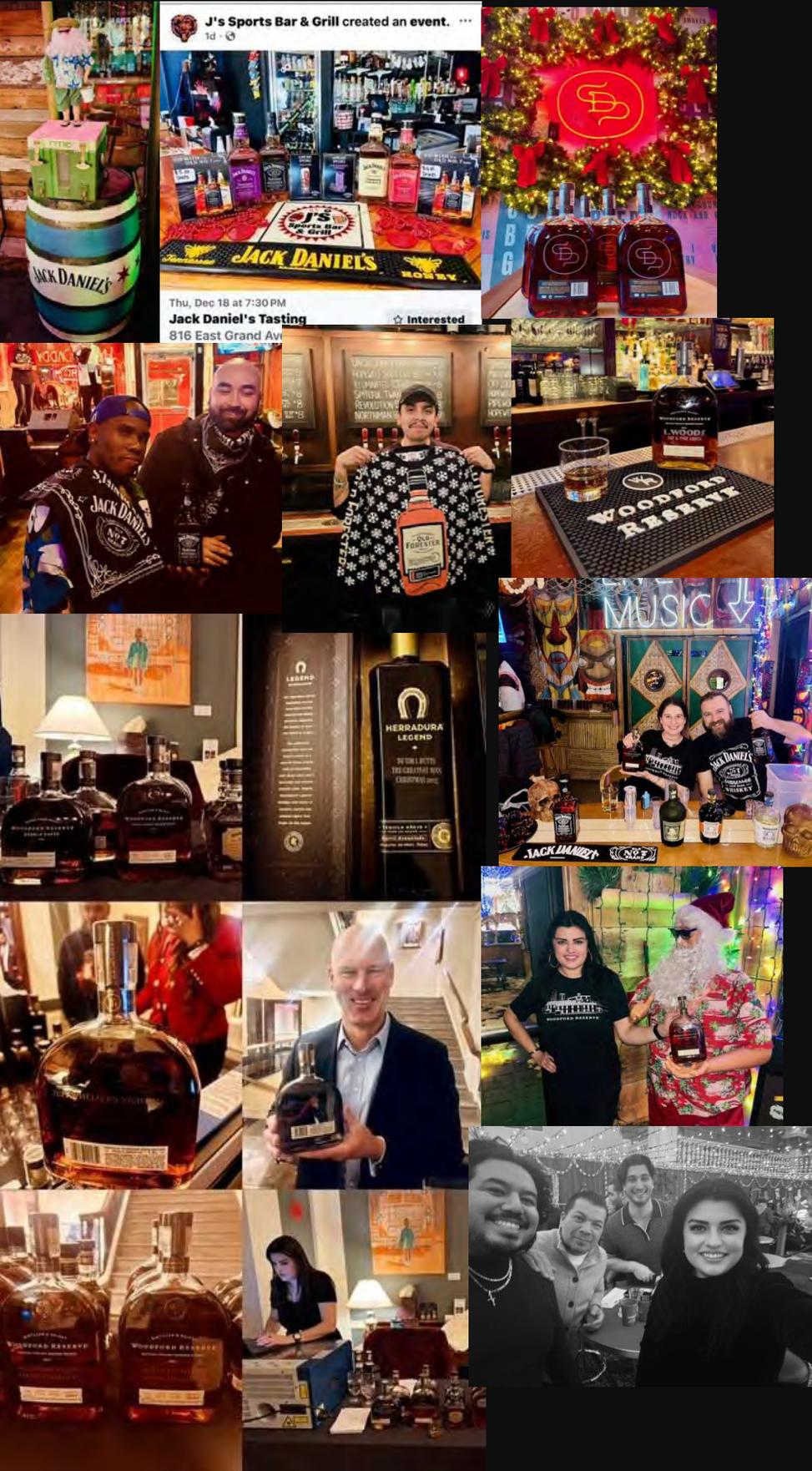


In December, displays were a major focus, with an emphasis on creating standout Jack Daniel's displays featuring cozy fireplace themes. I ensured each account looked festive and fully prepared for the Christmas season.

Woodford Reserve and Old Forester displays were also a key component of the holiday strategy. I made sure the full Woodford and Old Forester families were represented, increasing visibility for high-ticket bottles and capitalizing on increased holiday shopping.

Cold box placements for Brown-Forman brands were another priority. Whenever an account had a cold box, I worked to secure one or more placements. This strategy effectively increased shelf space and visibility for the Jack Daniel's family and Herradura.





This month, my focus was on holiday cocktails and showing appreciation to our accounts for their support throughout the year. I executed a significant number of engraving events—primarily with Woodford Reserve—which generated strong excitement and led several accounts to commit to additional engraving activations for future holidays.

I also hosted a few Jack Daniel's happy hours, continued expanding my DJ contact list to support future events, and wrapped up the season with a fun holiday celebration alongside the Brown-Forman and HIVE teams.

Looking ahead, I'm excited to close out remaining football events and begin planning Valentine's Day activations as we head into the new year.





**Kasia Bittke**  
**CHICAGO, IL**  
 KEY ACCOUNT & ACTIVATION MANAGER





# MADELINE SKEETERS

## DENVER, CO

CONSUMER ACTIVATION MANAGER



December closed out the year with strong momentum and continued growth across Jack Daniel's and Woodford Reserve. A key focus throughout the month was driving brand visibility through extensive swag deliveries to a wide range of accounts, ensuring both brands were well supported during the busy holiday season. We also successfully unveiled and delivered an additional 10 Jack Daniel's hand painted statues across Colorado, further expanding one of our most recognizable in market assets. December was heavily centered around preparation and execution for the NRS survey, including stocking materials, building and refining displays, and aligning accounts for success. It was especially rewarding to see the team come together across departments, and the process gave me valuable hands on exposure to the off premise side of the business. The collective effort paid off, with the NRS survey ultimately going very well. On the activation side, Jack Daniel's maintained a strong on premise presence with Jack Hour promotions at Mission Ballroom for shows including Waterparks, Duke Dumont, ALLEYCVT, and NGHTMRE, along with additional promotions at Longshots, Dive Inn, and T Bird. I also had the opportunity to work closely with Breakthru team members across both on and off premise execution, strengthening cross functional collaboration. The Woodford Reserve custom label program continued to outperform expectations, with demand remaining so high that we expanded the program by equipping select accounts with their own printers and labels, increasing accessibility while setting the program up for scalable growth. We also executed a seasonal s'mores themed Woodford activation at Urban Farmer and participated in a Christmas charity toy donation event, closing the year on a strong note both in market and in the community.

