

MONTHLY BUZZ

February 2026 140th Edition



HIVE



BUZZWORTHY

JIM DAHL - JESSICA ROCCATO

During *Ford's February*, the New Jersey Swarm team was hard at work expanding Ford's Gin presence across the market—gaining POD placements, securing additional floor space and shelf facings, and booking activations. Account managers shared positive feedback and expressed strong support for both our team and the Ford's Gin brand as we continue to build momentum.



- PODs - 29
- Displays- 19
- Activation Events Executed- 6
- Activation Events Scheduled- 9
- Menu Placements- 3
- Accounts Reached- 145





Jack Daniel's / Jack Daniel's RTD / Gentleman Jack

- Displays: 8
- Cases in Displays: 87cs
- POD / Rack Placements: 1
- Window Clings: 3

Woodford Reserve

- Displays: 2
- Cases in Displays: 16cs
- POD Placements (Double Double Oaked): 6
- On-Premise Features: 1 (Valentine's Day Feature)



Fords Gin

- POD Placements: 5
- On-Premise Cocktail Features: 2
- Retail Combos: 3
- Additional Account Placement: 1

Total February Execution

- Displays: 10
- Cases in Displays: 103cs
- POD Placements: 12
- On-Premise Activations: 3
- Off-Premise Activations: 7
- Retail Visibility (Window Clings / Combos): 6



JANICE REYES

NEW JERSEY

CENTRAL JERSEY ACCOUNT MANAGER



February's focus was on Fords gin, Chambord and RTD's in my accounts!

Jack & Coke RTD

- 4 new floor displays
- 50 cases Mix and Match flavors in new accounts
- All RTD's have a cold box placement

EJ New Mix

- 4 new floor displays + 2 enhancers
- 50 cases of Paloma & Cantarito flavors
- All RTD's have a cold box placement

Fords Gin

- 4 floor display racks
- 10 new PODs
- 16 cases on the floor
- 4 tasting activations
- Spoke to about 100 reps in a Walk around

Chambord

- 3 tastings activations
- 9 bottles sold

On Prem:

A Valentine's day cocktail menu with Fords Gin, Chambord, Woodford Double Oaked and Diplomatico at Stage Left Steak, New Brunswick

TYLER RONAYNE
NEW JERSEY
SOUTH JERSEY ACCOUNT MANAGER



February was led by Fords Gin and JD Football displays. With a strong focus on these, I was able to secure many A-location displays across South Jersey.

- Fords Displays: 5
- Fords tastings 2
 - Consumers Reached: 85
 - Bottles sold: 18
- JD football display cases on floor: 120+



THOMAS KELLEY
NEW JERSEY
 JERSEY SHORE ACCOUNT MANAGER



I kicked off the month with several Jack Daniel's football activations across both on- and off-premise accounts, along with Chambord tastings and features for Valentine's Day. We also hosted engraving events across six accounts in Lakewood, NJ.

- Fords Gin & JD FOB
- 7 New PODs
- 30 cases of FG Sold
- 7 Total Displays
- 6 Off Premise Tastings
- 113 consumers reached
- 2 On Premise
- Activations
- 421 Consumers reached
- 4 Menu Features
- 13 In Store Engravings
- 607 bottles engraved for corporate orders

MAURA FRENCH
NEW JERSEY
PROGRAM COORDINATOR



In New Jersey's large Jewish market, the holiday Purim presents a strong opportunity for personalized gifting. To support this cultural moment, we execute a series of **bottle engraving activations** across key accounts, allowing customers to purchase and personalize bottles on site while also fulfilling pre-orders placed ahead of the event. These activations drive significant volume in a short time window while creating a highly engaging in-store experience. A standout example occurred on **Thursday, February 19th at The Vineyard in Lakewood**, where our team engraved...

- 93 bottles during a single event
- 50 Gentleman Jack Bottles
- 10 Jack Daniel's Single Barrel Bottles
- 33 Woodford Reserve Bottles



BUZZWORTHY

JIM DAHL - CHRISTINA KING - COREY SIMS

Activation Round Up

The Hive executed **133** Activations in February, reaching about **10,384** consumers and passed out **5,926** samples, which resulted in depleting **592** bottles. From Valentine's Day, Ford's February and National Margarita Day, February's issue is packed with activity.

Open Positions

Diplomatico Specialist - Miami

Key Account & Activation Manager - KC / MO



ABIGAIL WATTERS

MILWAUKEE, WI

SENIOR KEY ACCOUNT & ACTIVATION MANAGER



- Cases Sold:
 - 2 Cases Woodford
 - 2 Cases Herradura Reposado
 - 1 Case Woodford Double Oaked
 - 3 Bottles Chambord
- Consumers Reached: 125
- Event Attendance: 200
- 3 NP
- Feature menu
 - Fords
 - Chambord
 - Woodford
 - Woodford Double Oaked
 - Herradura
- 175% increase in featured brands from Feb F25
- Event Mentioned by:
 - Discover Milwaukee
 - Milwaukeeuncut
 - SaintKatetheArts



AIDAN LEYLAND
PITTSBURGH, PA
 KEY ACCOUNT & ACTIVATION MANAGER



February's MVP is Cecil Usher, one of Pittsburgh's leading industry persons. We introduced Fords February by hosting a complete history surrounding the Ramos Gin Fizz cocktail.

Fords February:

- ❖ 20.11 Total 9L cs
- ❖ 18 Fords Gin POD's
- ❖ 4 Fords Sloe POD's
- ❖ +21.66% YAG Fords Gin 9L cs per account
- ❖ +12.64% YAG 9L Total

JDTW&F and Sports ft. Kelly's Restaurant Group:

- ❖ 2 Sports Activations
- ❖ +2.17 9L cs February
- ❖ +18.69 9L cs YAG
 - JDTF +367%
 - JDTH +450%
 - JDTA +15.38%
 - JDTB +100%

BBG Update:

- ❖ 2 Work-Withs
- ❖ Identified & supported priority activations
- ❖ Adjusted POS storage & distribution to prepare for F27Q1





ALYSSA GUERRA

AUSTIN/SAN ANTONIO, TX

KEY ACCOUNT & ACTIVATION MANAGER



Started February by securing EJ and OF Rye in both the well and HH menu at Roaring Fork, a steakhouse in Downtown Austin. Assisted our national accounts team by doing a Chambord staff training at Morton's Steakhouse for their monthly feature. Assisted our Texas Woodford Ambassador by filling in for him at a Woodford Twin Liquors classroom event.

- 2 cases from well/HH win
- 25 attended WR classroom
- 250 attended activations
- 3 brands featured - Ford's, EJ + OF Rye
- Varied feature prices
- 4 PODs gained
- 2 menus / 5 features



ANDREW HURN

DC / DE

KEY ACCOUNT & ACTIVATION MANAGER

FORDS SLOE GIN PRESENTS:

SLOE YOUR ROLL

DC's Slowest Bike Race

We are excited to announce the return of Ford's Sloe Gin!

Come join us as Ford's Sloe Gin hosts the DC's Slowest Bike Race. Participants will compete to see who can move the slowest across a short course without moving backwards or touching the ground.

Food, drinks, and bikes will be provided.

The rooftop on The Riggs is an enclosed space so it should be nice and warm no matter the weather outside.

Weds Feb 4th, 2026 ← **RESCHEDULED**

Event start at 12 noon
Cocktail and light bites provided

The Riggs Hotel - Rooftop
900 F St NW
Washington DC 20004



PLEASE COCKTAIL RESPONSIBLY.
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We kicked off February with Ford's February, working with National Ambassador Martim to celebrate our seasonal Sloe release amongst other activations. Additionally, we helped activate with Jack Daniel's and Outback Steakhouse to support the launch of the new nationwide JD feature in Virginia and Maryland

- Almost 100% of DC Sloe allocation already sold
- 5 different public & trade activations successfully executed w/ National Gin
- Over 70+ drink specials and 50+ guest interactions made over 9 different Outback locations over the DMV





ARTHUR LUCERO
ALBUQUERQUE, NM
 KEY ACCOUNT & ACTIVATION MANAGER



We Kicked off WRDO Double Down with a visit from West Regional WR Ambassador Mr. Rashidi Barrett. During his visit we hosted four brand education/sampling events reaching over 150 consumers.

- 20 PODS
- 19 cases sold in
- 6 WRDO menu features

The month continued with focus on Fords Feb and also Jack flavors concepts.

The local craft cocktail scene continues to grow and impress with newer innovative drink presentations.

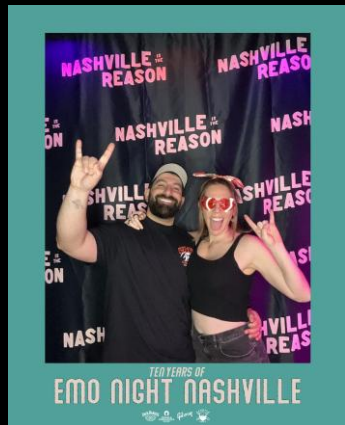




BECCA SWEENEY

NASHVILLE, TN

EVENTS & ACTIVATION MANAGER



February was fueled by Ford's and Double Oaked with a Ford's blitz, and 10 retail S'mores Old Fashioned tastings. We celebrated Valentine's Day with Nashville is the Reason at Emo Night, and ended the month strong at Nashville Crossroads.

- Cases Sold:
 - Emo Night
 - Jack Black : 7
 - Jack Blackberry: 3
 - Herradura: 5
- Bottles Sold:
 - Sloe Gin: 2
 - Ford's: 1
 - Double Oaked: 1
 - Herradura Reposado: 1
- Event Attendance: ~2,650
- Brands Featured:
 - Ford's Gin
 - Jack Daniel's - Blackberry, Honey, Apple, Gentleman Jack, Single Barrel Barrel Proof, Tanyard Hill, Heritage Barrel, 10 Year, Single Barrel Rye, Sinatra
 - Woodford Reserve - Double Oaked, Malt, Rye
 - Herradura
- Featured Price: \$13-15
- PODs Gained:
 - Sloe Gin: 2
 - Ford's: 1
 - WRDO: 1
 - Herradura Reposado: 1



CHELSEA DENNISON

CHARLOTTE, NC

TEQUILA SPECIALIST



February focused on key moments including Valentine's Day and National Margarita Day, driving features, sampling, and brand visibility across accounts.

Valentine's Day Features

- Herradura Ultra: 4 accounts
- Herradura Silver: 1 account
- New POD Placement: Herradura Ultra (1)

National Margarita Day Activations

- Total Activations: 7
- Data: Just received — full results coming soon
- Estimated Samples Distributed: ~300 across participating accounts

Brand Features

- Herradura: 8
- el Jimador: 6

New POD Placements

- Herradura 46: 3
- Herradura Ultra: 1





CHRISTIAN SALERNO

MIAMI, FL

KEY ACCOUNT & ACTIVATION MANAGER



La Canita, Kendall > Old Forester Whiskey Row Tasting

- 56 consumers in attendance
- 14 cocktails sold



Casa de Montecristo Cigar Lounge & Bar, Boca Raton > Old Forester Bottle Engraving Event

- 50 consumers in attendance
- 24 bottles sold



Voodoo Bayou, Palm Beach Gardens > VIP Members Tasting Event > Old Forester Whiskey Row

- 40 Members in Attendance
- 28 Old Forester Featured Cocktails sold



Miami Shores Country Club > 1st Annual Domino's Charity Tournament > Woodford Reserve

- 50 Contestants
- Each received a 1.75L bottle of Woodford Reserve Bourbon
- 36 bottles engraved



DEREK BALLARD
ORLANDO, FL
 KEY ACCOUNT & ACTIVATION MANAGER



Liked by [atravolina](#)
 cheersdrive We got Jack Daniel's in the house handing out free Jack Daniel's Blackberry and Swag!
 46 minutes ago



Jack FOB was in full use between Superbowl, golf tournaments and concerts for Jack Daniel's artist. Woodford was also being poured behind the bar during a private bourbon buyout event.

- Jack FOB Cases- 22
- Woodford FOB Cases- 7
- Consumers Reached- 350
- Event Attendance- 500
- Brands Featured- Jack FOB and Woodford FOB
- Featured Price- \$8
- PODs Gained- 4
- 2 new POD's gained and 3 cocktails on menus gained.





DOMINIQUE DAVENPORT

NEW YORK, NY

KEY ACCOUNT MANAGER



The month of February focused heavily on planning, activations, and account engagement despite weather disruptions. Activities included NEC planning meetings, the Fords February Blitz, Big Game activation, Terminal 5 activation, and preparation for upcoming AB&L and March programming. Two blizzards shut down the city for over two days, which created scheduling challenges, but account visits and work-withs continued throughout the month.

Additional efforts included multiple account meetings for tastings, six work-with days in market, and staff trainings to support brand education and menu placements.

Fords February Blitz

Visited four key accounts during the blitz period:

- Bar Room – 20 cases Fords
- Von – 25 cases and secured new Sloe Gin POD placement
- Fresco – 1 case
- Club Guastavino – visit and engagement

Additional results:

- Permanent menu -Placement at Golden Door
- Someday Bar – 10 cases Fords
- New Sloe Gin POD placement secured

Big Game Activation

- Feature Menu Price \$13 cocktail \$8 shot
- Featured Jack Daniel's Apple, Fire, Honey, Blackberry and No.7
- 57 consumers in attendance
- 4 cases sold
- 2 bottles depleted during event sampling
- Product sampled to drive brand trial and awareness



IORDANKA BAKALOVA
LAS VEGAS, NV
 KEY ACCOUNT & ACTIVATION MANAGER

February's focus was around Fords February, Chambord/Woodford Valentine's Day, and End of Football Season.

- 3K+ Consumers reached
- 37 Activations
- Fords, Chambord, Woodford, Jack Daniel's FOB
- 7-20\$
- 15 PODs
- 17 Features



 tiltedkiltlv
Las Vegas, Nevada



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Liked by linqpromenade and others
 tiltedkiltlv Single? Taken? Complicated?





KAREN BACK
CHICAGO, IL
 KEY ACCOUNT & ACTIVATION MANAGER



This month I focused on gaining PODS for Sloe Gin and installing a Jack Bonded Espresso machine!

- Sold 12 bottles of Sloe Gin
- Sold 1 case Bonded
- Sold 15 cases total full portfolio
- Hosted 8 events
- Features were \$10
- Gained 12 new PODS
- Gained 13 new features



Besame Soy Irish
Special
\$500

Jack Daniel's +
Herradura Ultra Tequila +
+ Campo Viejo Cava Brut Champagne





KASIA BITTKE
CHICAGO, IL
 KEY ACCOUNT & ACTIVATION MANAGER



In February, I scheduled 9 total music activations, with the first 3 launching this month at newer accounts for Jack Daniel's. Additional highlights included representing the Brown-Forman portfolio at the Country Club Expo and bringing in a Jack Daniel's Bonded Espresso machine.

- Cases / Bottles / Drinks Sold: 2 cases Fords Sloe Gin, Jack Daniel's Bonded; Jack Daniel's case volume remained consistent vs. last year
 - Consumers Reached: 3,000
 - Event Attendance: 50-400
- Brands Featured: Jack Daniel's, Jack Daniel's Bonded, Fords Gin, Herradura, Woodford Reserve, Chambord
 - Featured Price: Avg. \$9
 - PODs Gained: 8
 - Menu / Feature Gained: 15
- Sales Increase Data: 1/3 of new activation accounts currently showing double Jack Daniel's volume.





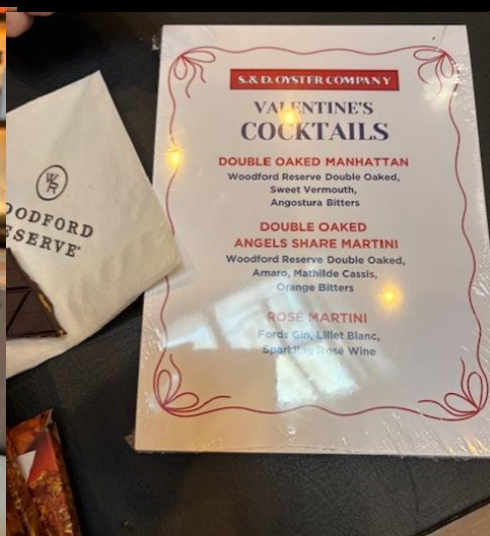
KASEEM HOSLEY
NEW YORK, NY
 MCM KEY ACCOUNT & ENGRAVING MANAGER

- Supported a Lunar New Year on-premise commercial activation through my off-premise engraving role
- Produced **150 engraved JDSB bottles** for attendee gifting
- Created a custom bottle for **REI AMI**, singing voice of **Zoey from HUNTR/X in KPop Demon Hunters**
- Connected Jack Daniel's to Netflix's most popular film ever and it's **Grammy and Golden Globe** winning song, "**Golden**"
- Supported an off-premise account reorder of **8 additional cases of el Jimador New Mix**. Helped turn initial placement into repeat movement at the account. Created a new account win that can be **tracked for future depletion growth**
- Engraved 15 double sided Jack Daniel's Single Barrel Lunar New Year bottles with gold rub finish for Brown-Forman executives
- Hosted **10 total engraving activations**
- **Total monthly bottles engraved: 270**





KRISTINA SCHMITT
DALLAS, TX
 KEY ACCOUNT & ACTIVATION MANAGER



February came in with some strong Fords February features! We had Valentines, a 4-Corners event as well as a pickleball competition! Also gained a monthly 6 drink feature!

- 5 Cases Fords
- 1 Case WRDO
- 3 Bottles Diplo+Chambord
- 2 Bottles WR
- 2 Cases Herradura



- 2,000+ Consumers Reached!
- Event Attendance: Around 650
- Fords, WRDO, Diplomatico, Chambord, Herradura all featured!
- 22+ Features





KYLE LUTZOW
CHICAGO, IL
KEY ACCOUNT & ACTIVATION MANAGER



Woodford engraving stand at Green Valley Liquors.

- 5 bottles sold
- 30 consumers reached
- 40 customers engaged





LAUREN WELLS
KANSAS CITY, MO
 KEY ACCOUNT & ACTIVATION MANAGER



Hosted a Bourbon and Men's Health event that secured a permanent menu feature and sold 3 cases of WR for the event. Hosted the Sporting KC opening events for consumers and staff

- Cases Sold: 1 case ej, 4 cases WR
- Consumers reached: 500
- Event Guests: 25
- WR, WRDO, WR Wheat, WR Rye, el Jimador Silver, Fords Gin
- Featured Price: \$8
- PODs Gained: 7
- Menu / Feature Gained: 4





MADELINE SKEETERS

DENVER, CO

CONSUMER ACTIVATION MANAGER



February focused on program growth, education, and key brand activations across the market. I supported the Speed Rack bartending competition by managing sample orders, POS, and setup while representing Diplomático, Old Forester, Jack Daniel's, and Fords. The biggest win was continued momentum with the Woodford Reserve Custom Label Program, where I led four trainings for large hospitality partners and fulfilled multiple ADS orders, driving over 100 cases of 375ml bottles sold this month.

Cases / Bottles / Drinks Sold

- 100+ cases of Woodford 375ml (approx. 50% REG / 50% WRDO)
- ~23 drinks per jack hour, POS impact: 40-50 people, overall reach ~70

Events

- Speed Rack Competition, Super Bowl Jack Hour at Charlie's, Herradura National Margarita Day Promo

Brands Featured

- Woodford Reserve, Woodford Double Oaked, Diplomático, Old Forester, Jack Daniel's, Fords Gin, Herradura

Sales Increase Data

- 100+ cases of Woodford 375ml sold through the Custom Label Program in February

Operational Improvement

- Created a centralized POS catalog with photos and stock status to improve team ordering efficiency



MADISON OLIVER

TAMPA, FL

HERRADURA TEQUILA SPECIALIST



Herradura and el Jimador were activated across six key accounts for Valentine's Day and National Margarita Day, creating strong visibility and themed margarita features throughout the market. The multi-location promotion encouraged engagement while driving tequila sales across participating venues. In addition, two new el Jimador well placements secured this month have already generated significant momentum for the brand.

Event Data

- **Cases Sold / Bottles Sold / Drinks Sold:**
 - 20 cases of Herradura and el Jimador from Valentine's Day / Margarita Day activations
 - 50+ cases of el Jimador sold in the last month from two new well placements
- **Consumers Reached:**
 - ~500+ consumers
- **Event Attendance:**
 - ~600+ guests across six locations
- **Brands Featured:**
 - Herradura Tequila
 - el Jimador Tequila
- **Featured Price:**
 - Margarita features ranging from \$8-\$12
- **PODs Gained:**
 - 2 new el Jimador well placements
- **Menu / Feature Gained:**
 - Margarita features across six accounts



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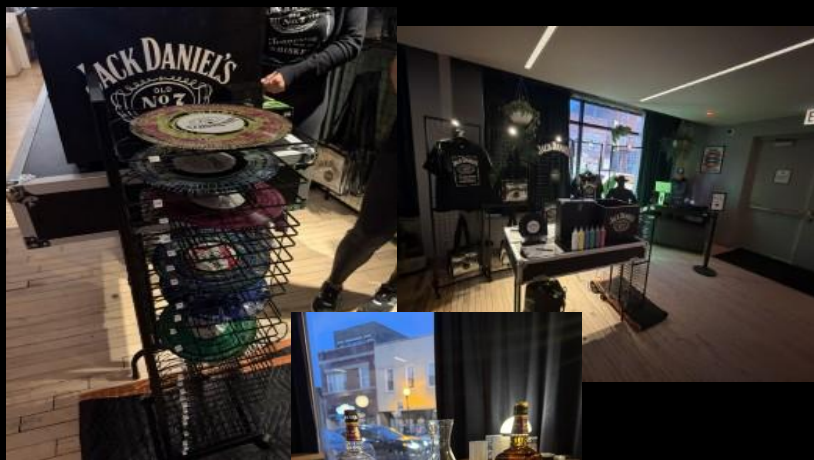
Liked by sher_lynn and others

onswann Valentines Weekend Features

Bouillabaisse
Gulf Red Snapper, Gulf Shrimp, Middle Neck
Clams, Mussels, Potatoes, Fennel, Saffron
Broth



PAUL FONTANA
CHICAGO, IL
KEY ACCOUNT & ACTIVATION MANAGER



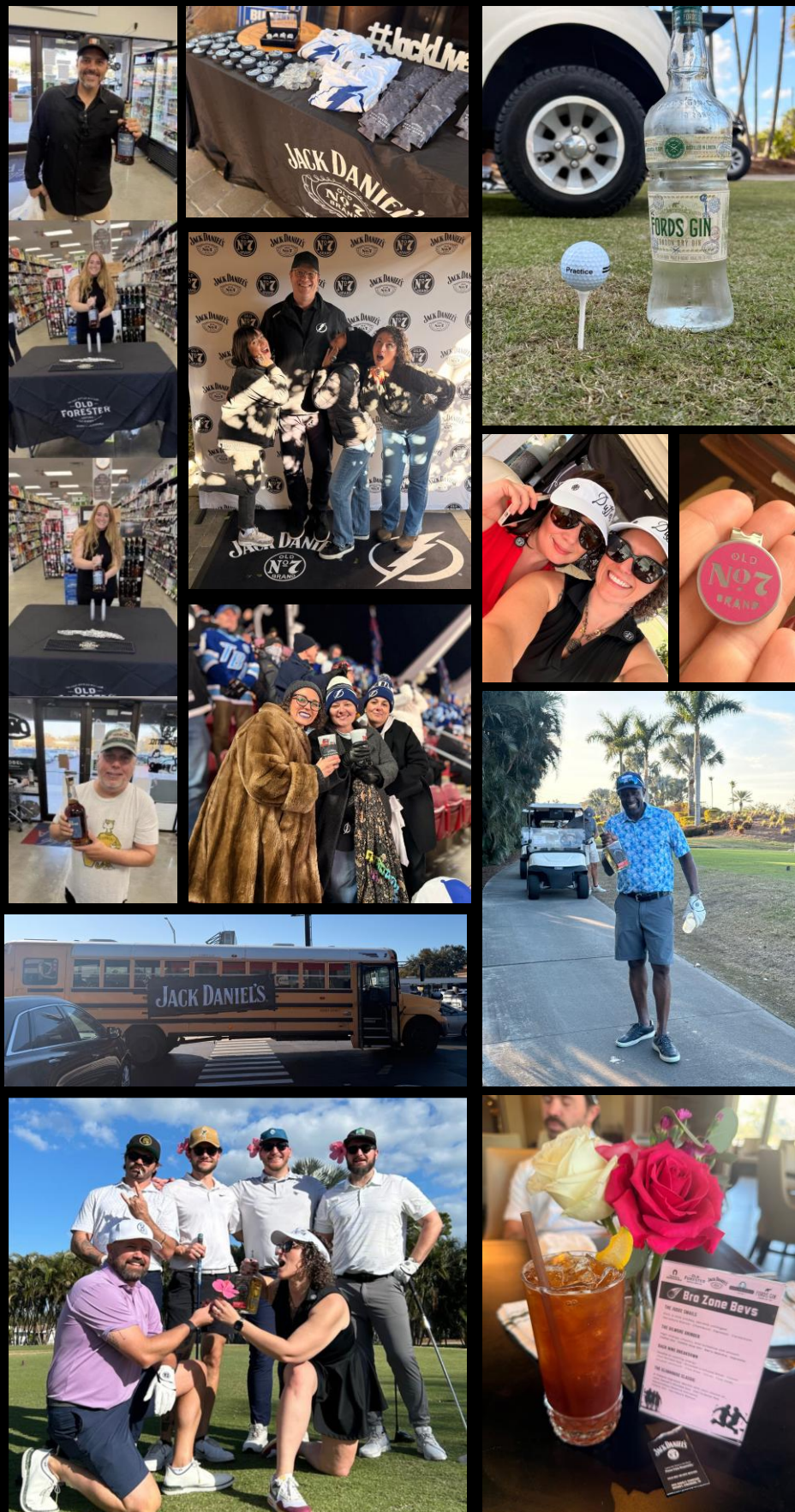
- This month the focus was continuing Jack Daniel's sales, Fords February and Woodford Double Oaked
- Jack Daniel's
 - 10 Feb activations
 - 31/cs sold
 - 5/cs - re-orders for JD Blackberry
 - 1 activation for Jack Live Music
- Fords February
 - 1 BBG blitz
 - 2 Fords gin well placements
- Woodford Reserve Double-Oaked
 - 3/cs sold
 - 2 feature menus
- Trade developments
 - 3 activations for behind the bar program



SIOBHÁN CUSUMANO

TAMPA, FL

EVENT & ACTIVATION MANAGER



February focused on sports-driven consumer engagement and strengthening on-trade relationships. Winter Classic and four TB Lightning Game Day activations at Yeoman's and Jackson's drove high-energy brand visibility, while the Bromance Invitational, a Valentine's themed golf event for the on-trade, celebrated and engaged key trade partners. Grapevine Fine Wine also launched their Old Forester Barrel with an in store sampling.

- Bottles Sold: 6
- Consumers Reached: 315
- Total Attendance: 555
- Brands Featured:
 - Jack & Jack Flavors
 - Fords Gin
 - Diplomático
 - Herradura
 - Old Forester
 - Woodford Reserve
 - Chambord
- Feature Menus: 4



ROSE ROSTOCK SAVANNAH, GA

KEY ACCOUNT & ACTIVATION MANAGER

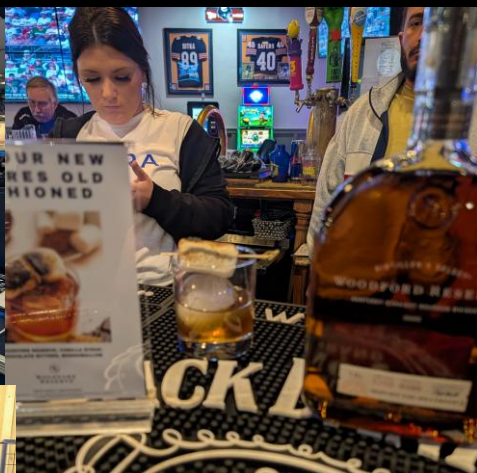


February was a busy month. Between Valentine's Day activations and engravings, we hosted events at Pour Larry's, The Escape Company, and Hotel Indigo. Much of my time was also spent preparing for Savannah's biggest celebration, St. Patrick's Day, while engraving roughly 670 bottles of Woodford Reserve.

- 107 cases sold
- 1300 consumers reached
- 2000 event attendance
- Brands Featured: Jack, Old Forester, Ford's Gin, Chambord, Woodford Reserve
- Featured Price - \$8-15
- PODs Gained - 3
- Menu / Feature Gained - 7



VINCENT LAZARO
CHICAGO, IL
KEY ACCOUNT & ACTIVATION MANAGER



It was a very eventful month with The BIG GAME, 2 Live Music activations, the Country Club Expo, Speed Rack, and just always making sure Jack is #1. The live music program has been very impactful.

- Consumers Reached: 2000+
- Event Attendance: 2500+
- Brands Featured: Jack Daniels, Old Forester, Fords Gin, Diplomatico, Woodford Reserve
- Featured Price: JD \$5-7, WR \$12-14, FG \$12
- PODs Gained: 6 PODS
- Menu / Feature Gained: 8 Menu Placements, 10 Features
- Grew territory 11% & Jack Daniels was up 33% in my accounts.