

EMPIRICAL

Position Title: EMPIRICAL Brand Ambassador

Duration: Part Time

Location(s): Los Angeles, CA

Reports To: Simple Serve/EMPIRICAL Director of Sales

About EMPIRICAL Spirits

When Lars Williams and Mark Emil Hermansen set off in creating Empirical in 2017, they were guided by a child-like curiosity about how the world works. This perspective blended with their knack for tinkering, exploration, and continual refinement. The result? A powerful blend that pushes Empirical to be focused on creating the best flavors possible.

This process is unequivocally difficult and frustrating sometimes... actually no. It's difficult all the time. We've custom-built machinery, developed hybrid fermentation techniques, augmented low-temperature distillation, & traveled to source the highest-quality ingredients globally. All this because of our maniacal approach to complete our vision. We've told ourselves, we'll worry about making it pretty later. For now, it's about writing a playbook that doesn't exist, one distillation, one spirit, and one flavor at a time.

In our lineup, we have four core spirits utilizing ingredients from across the globe accompanied by three spirit-based RTDs (canned cocktails but in their own way). EMPIRICAL is pioneering the world of vacuum distilled free-form spirits.

Position Summary

- The PT BA will work as an Independent Contractor of EMPIRICAL and will focus on developing and building the EMPIRICAL Brand in select accounts in the assigned area(s)
- Target list of \approx **30** Accounts per market
- Approximately **15** hours per week
- The position is centered around two key areas:
 - o Sales Support
 - o Brand Education

Program Objectives:

- Drive and control the relationship of select target accounts (Decision Makers, Bartenders, Wait Staff)
- Increase bartender affinity & recommendation of EMPIRICAL through training & account support
- Establish bartender advocacy & adoption through on-going brand engagement efforts
- Cement brand roots within mixology & the bartender community to enforce positive trade perception of EMPIRICAL
- Increase share of premium cocktails through higher usage & brand adoption

SOW/Deliverables:

Sales Support: (within target account universe)

- **Frequent Accounts Visits** - to build relationships w/ bar owners/bartenders as needed
 - o Work closely with the EMPIRICAL sales team to secure meetings in all the accounts from the list
 - o Core focus on new product distribution and menu placements
 - o Communicate and report successful product/menu placements as secured
 - o Follow Up to confirm/support placements

Brand Education:

- **Staff Trainings** - to be conducted ongoing



- o Collaborate with local team to conduct brand specific staff trainings in target accounts as needed. (Bartenders, bar backs, wait staff).
- o Trainings primarily within the account list or following the request from HQ
- o Manage logistics and present the training
- o Report the training (Date/Account/ # of people trained, etc.)
- o Distributor trainings - based on HQ/local team request

Reporting:

- o Bi-Weekly Conference Calls
- o Monthly Activity Recap
- o Monthly Invoicing and Expenses
- o Frequent Menu/Placement Tracking

Simple Serve to Provide:

- To successfully deliver against the above SOW, Simple Serve/EMPIRICAL will provide:
 - o A monthly compensation of **\$2000**
 - o Activation budget to provide program support in the form of account visits, small scale trade events, and samples
 - o T&E budget to cover transportation (mileage, taxi/uber), and business-related supplies

Requirements

- Indisputable cocktail & spirits knowledge
- Recognized within the bartender community
- General understanding of the fermentation process and how it affects flavor
- Articulate, charismatic, engaging, and pleasant
- Demonstrated public-speaking, presentation, and computer skills
- Understanding of group/brand strategy and with ability to turn it into action
- Professional, responsible, and able to work independently
- Ability to sell, influence and partner with customers and co-workers
- Passionate about the spirit industry and high interest in the process of fermentation
- Ability to manage budgets and provide timely, concise reporting
- Clean driving record and good credit history

