

# **Truckee-Tahoe Brewery Representative**

**Job Title:** Truckee-Tahoe Brewery Representative

**FLSA Status:** Exempt

**Website:** <http://fiftyfiftybrewing.com/jobs/>

## **About FiftyFifty Brewing Co.:**

FiftyFifty Brewing Co. is an independent family owned brewing company located in the Lake Tahoe mountain town of Truckee CA, and consists of craft beer manufacturing and brewpub restaurant operations. Founded in 2006, FiftyFifty is a rapidly growing, forward thinking company that loves beer, people and the active outdoor lifestyle.

We believe in working hard, playing hard, and that being corporate doesn't have to mean being stuffy. We all have a passion for life, work, play, and craft beer. We chose the location of Truckee so that we can live our dream everyday, and be part of a community that shares in that dream.

## **Job Summary:**

This job is for a hard-working, team-player who is passionate about craft beer and customer service. The Brewery Representative is responsible for managing FiftyFifty Brewing Co's market presence, brand awareness, product representation and sales at on and off-premise retail accounts. Help us fulfill our vision of being Truckee and North Tahoe's hometown brewery, and providing the best in sales and service to the bars, restaurants and retailers in our community. A good sales representative is absolutely critical, and gives our customers the assurance that we care about their business.

## **Duties and Responsibilities** (including, but not limited to, the following)

- Develop and maintain strong positive relationships with key personnel at local bars, restaurants and retailers.
- Be known for incredible follow-through with your customers, and for being one step ahead. Whenever there is a problem, be available and take care of it.
- Develop the fundamentals for local distribution & sales, brand presence & awareness in Truckee-Tahoe region.
- Promote FiftyFifty Brewing Co. portfolio, promote new products, and enhance potential sales of existing products.
- Plan and execute on and off premise promotions as required. Organize and execute wait-staff/bartender educations, tastings, dinners & promotional events to promote new products or enhance potential sales of existing products.
- Be prepared to sample accounts on our products when it is convenient for them, being aware that they get bombarded with sales calls all the time.
- Ensure all state and federal laws pertaining to the sale, merchandising and promotion of malt beverages are maintained.
- Achieve planned sales and distribution goals.
- Support and promote FiftyFifty Brewing Co's mission and company culture.
- Operate effectively within corporate and budgetary guidelines.
- Submit monthly reports on sales and performance.

**Job Requirements:**

- Reliable and punctual
- Be passionate about craft beer, quality, and customer service
- Positive, can-do attitude
- Must possess excellent verbal and written communication skills
- Must have own vehicle, valid Driver's License, current insurance coverage and clean driving record.
- At least two years of sales or customer service experience in the alcoholic beverage industry
- Track record of excellence in sales
- Basic knowledge of beer offerings (flavors, ingredients, etc.) in order to answer questions from customers, as well as conduct tastings.
- Must have ability and willingness to maintain flexible work schedules, as weekend and extended workdays are necessary.
- Ability to frequently lift and/or move up to 55 pounds, and be able to move kegs which weigh close to 165 pounds
- Cicerone, or other Beer certification a plus

**Salary and Benefits:**

- Competitive salary
- Performance bonuses
- Group Medical benefits
- Matching 401k plan upon 1 year anniversary

Please email all resumes with cover letter, and at least one professional reference to [jobs@fiftyfiftybrewing.com](mailto:jobs@fiftyfiftybrewing.com) for consideration. Cover letter should include why you would like to join our team and why you are the ideal candidate.

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