



Castle Danger Brewing Co.

17 – 7th Street
Two Harbors, MN 55616
218-834-5800
jobs@castledangerbrewery.com

JOB DESCRIPTION

POSITION: Brewery Representative

PURPOSE

Establish and maintain relationships with retail customers including liquor stores, bars and restaurants. Work in conjunction with distribution partners to generate new business. Promote the Castle Danger Brewery (CDB) brand in the marketplace.

DUTIES

- Build relationships with current customers and potential customers
- Identify prospects; make calls/visits to prospective customers
- Develop and maintain in-depth knowledge of CDB products
- Conduct meetings, deliver presentations to educate customers and prospects on CDB beer
- Implement marketing strategies
- Develop and implement action plans to increase CDB presence in the marketplace
- Attend trade shows, conferences, beer festivals, events, samplings and other promotional events to educate others on CDB story and beers
- Partner with distributor sales reps in the field; coordinate “ride with” days and other events in the market
- Keep abreast of market trends and communicate information to CDB management
- Other duties as assigned

REQUIREMENTS

- Must be 21 years of age or older
- Must be passionate about craft beer
- Excellent communication skills; ability to speak and interact effectively with customers; ability to lead and deliver presentations
- Sales and goal oriented
- Previous sales experience desired
- Professional presence; must conduct self in professional manner at all times as an ambassador for CDB
- Valid driver’s license and clean driving record
- Flexibility to work variety of hours. Most work will occur during business day, but must be flexible to work nights and weekends as demands warrant
- Ability to travel by car locally with flexibility for regional travel as CDB expands
- Positive attitude, initiative, creativity and adaptability as CDB grows
- Basic computer, word processing, presentation software and spreadsheet skills
- Ability to lift 170 pounds

EDUCATION

- Four-year college degree in business, marketing or other related field preferred

dangerously good ales.