

# AMBER ARISTY

Washington, DC | [amber.aristy@gmail.com](mailto:amber.aristy@gmail.com) | 770.826.2122 | [www.amberaristy.com](http://www.amberaristy.com)

Polished spirits educator, storyteller, and industry advocate with extensive experience representing global portfolios across multiple U.S. markets. Known for translating complex production and heritage stories into compelling educational programming for hospitality professionals and consumers alike. Proven success building trade relationships, developing scalable education initiatives, and driving brand adoption through strategic partnerships with distributors and on-premise leaders.

## Key Achievements

- **Multi-Market Brand Leadership:** Represented global spirits portfolios across Washington State and the DC, Maryland, and Delaware region, delivering high-impact education via storytelling, trade programming, and distributor partnerships that expanded on-premise advocacy and market visibility.
- **Whiskey Education Authority:** Designed and led advanced training on whiskey production, history, and sensory evaluation, establishing credibility with bartenders, beverage leaders, and guild communities.
- **Experiential Program Development:** Created immersive brand education platforms—including sensory tastings, culinary pairings, and experiential events—that translate brand heritage into scalable trade and consumer experiences.
- **Industry Advocacy & Influence:** Cultivated strong relationships with hospitality leaders, distributors, and trade organizations to drive placements, strengthen brand loyalty, and position portfolios as category leaders.

## Professional Experience

### **Enthuse | Inspira Marketing (Diageo Portfolio)**

**Educator,** *Seattle, DC, Maryland, Delaware*

**September 2022 - Current**

Lead education and advocacy for the Diageo portfolio across two key U.S. markets: Seattle and the Washington DC–Baltimore region including Delaware. Deliver strategic trade engagement, experiential programming, and portfolio education designed to drive brand advocacy, menu placements, and commercial growth.

- Deliver portfolio-wide spirits education for bartenders, beverage directors, hospitality teams, and industry organizations.
- Develop and present category and brand education programs covering whiskey production including American Whiskey mashbills, distillation, and in-depth looks at maturation and blending.
- Drive menu placements and Points of Distribution (POD) growth through strategic account consultation.
- Partner with distribution teams to support market initiatives, key account programming, and commercial goals.
- Support distributor partnerships to expand portfolio visibility, menu features, and account penetration.
- Represent brands at guild trainings, trade events, and industry gatherings, strengthening brand credibility within the bartender community organically.
- Track and report engagement metrics including volume goals, placements, and educational reach via GoSpotCheck.
- Build advocacy relationships across leading Michelin-starred restaurants, luxury hotels, and private club venues, as well as culturally significant institutions in two major markets.
- Deliver high-impact programming including bartender guild workshops, portfolio trainings, and immersive brand education events that focus on whiskey styles and production.
- Collaborate with marketing teams to guide social media interaction via content creation, regular posting, and educationally focused social media presence that create an authentic voice for the brands.
- Monitor competitor activity to maintain a comprehensive view of market trends and category health.

**Greenhouse Agency (Brown-Forman Portfolio)**

**Whiskey Brand Ambassador, *Atlanta***

**March 2019 – August 2022**

Represented Brown-Forman’s international whiskey portfolio through education, advocacy, and brand storytelling initiatives targeting both the hospitality industry and consumers.

- Delivered trade and consumer education on whiskey production, history, and category development.
- Developed original education initiatives including:
  - Slane Whiskey Baking Book, featuring 14 culinary recipes paired with cocktails.
  - BenRiach Sensory Experience, an immersive tasting program using curated flavor and aromatic pairings.
- Led sustainability programming integrating garden-to-glass and hospitality sustainability best practices.
- Collaborated with PR and marketing teams on podcasts, interviews, livestreams, and media initiatives to expand brand reach.
- Worked closely with distributor partners to build trade relationships and expand placements.
- Increased Slane Whiskey sales by 79% and placements by 49% during pandemic restrictions.
- Tracked and reported engagement metrics including volume goals, placements, and educational reach via Salesforce.
- Drove social media interaction with content creation, regular posting, and educationally focused social media presence.

**Education**

Georgia State University	2013
Distilling & Production School	2015
Camp Runamok	2018
Certified Specialist of Spirits	2021
WSET Spirits III	2024