

I am writing this letter for Amber Aristy, whom I was fortunate to work with as a Slane Irish Whiskey and Brown-Forman Single Malt Brand Ambassador for two years at Greenhouse Agency. As Amber's colleague, I saw first hand that she possesses an incredible understanding of the field, and a passion for spirits education.

In addition to excelling in sales and developing relationships, Amber created many innovative programs and training decks to keep our brands top of mind and drive sales. Her programs pay dividends long after they have concluded, as she develops long term meaningful strategies to truly build our brands. Her training decks have been utilized by brand teams as a best practice for the country, and she is often looked to by them for input and expertise when it comes to localizing programs.

She's a dedicated field expert that understands the challenges Emerging Brands face. In an ever changing COVID environment, she is someone who manages through ambiguity with ease, and who thinks quickly on their feet to amplify our hand sell brands every single day. I believe she would continue to be an incredible asset to our Emerging Brands in any market.

*Kayla Borton
Emerging Brands Market Manager, DC/MD*