

# AMBER ARISTY

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Polished spirits educator 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.

## Professional Experience

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### Enthuse | Inspira Marketing (Diageo Portfolio)

Educator

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.

#### Key Contributions

- Deliver **portfolio-wide spirits education** for bartenders, beverage directors, hospitality teams, and industry organizations.
- Develop and present **category and brand education programs** covering production, history, and cocktail applications.
- Drive **menu placements and Points of Distribution (POD) growth** through strategic account consultation and programming.
- Execute **consumer and trade-facing events**, including experiential brand activations, tastings, and educational workshops.
- Partner with **distribution teams** to support market initiatives, key account programming, and commercial goals.
- Provide **onboarding and staff education** for hospitality teams to improve brand knowledge and service execution.
- Represent brands at **guild trainings, trade events, and industry gatherings**, strengthening brand credibility within the bartender community.
- Track and report engagement metrics including **volume goals, placements, and educational reach**.

#### Market Impact

- Built advocacy relationships across leading restaurants, hotels, and cultural institutions in two major markets.
- Delivered high-impact programming including bartender guild workshops, portfolio trainings, and immersive brand education events.
- Supported distributor partnerships to expand **portfolio visibility, menu features, and account penetration**.

### Greenhouse Agency (Brown-Forman Portfolio)

Whiskey Brand Ambassador

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.

#### Key Contributions

- 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.
- **Impact**
- Increased **Slane Whiskey sales by 79% and placements by 49%** during pandemic restrictions.

## Education

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