

AMBER ARISTY

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Field-based spirits educator and sales professional with 15+ years in hospitality leading bar programs and driving depletion growth, distribution expansion, and brand-level market impact across multiple regions from the PNW to greater DC. Category expert across spirits, specializing in Irish whiskey, Scotch single malt, and boutique spirits. Commands the rare ability to take complex distillation science, production methods, and heritage storytelling and distill them into education that is memorable and effectively enhances the knowledge of any audience, from seasoned industry professionals to novice whiskey drinkers.

KEY AREAS OF EXPERTISE

- **Growth-Driving Innovator:** During COVID shelter-in-place, grew Slane Irish Whiskey through innovative brand strategies including writing a whiskey-based baking book, and working via community garden, A Sip of Paradise. These strategies combined with disciplined account development increased brand visibility with a final depletion growth of 79% and points of distribution 49% during pandemic restrictions.
- **Craft, Boutique and Luxury Brand Advocate:** Built trade advocacy for luxury and low-awareness brands by tailoring heritage stories for prestige on-premise accounts, creating engaging educational material for Glenglassaugh, BenRiach, GlenDronach, Roe and Co, Slane Irish Whiskey, and Mezcal Union, converting unknown brands into menu features and back-bar placements at Michelin-starred accounts.
- **Nationally Recognized Educator:** Created educational material for Diageo and Brown-Forman portfolios that was presented at Tales of the Cocktail, Portland Cocktail Week. Developed and presented further educational material at USBG Summits, and Seattle Cocktail Week. Attended Camp Runamok, & Diageo World Class Nationals, building distributor and account share of mind across key national trade moments.
- **Collaborative Relationship Builder:** Entered the Seattle market with no existing trade relationships and an actively resistant distributor partner. Rebuilt distributor confidence and full market coverage across priority on and off-premise accounts through consistent field execution, distributor ride-withs, and relationship-driven brand building.

PROFESSIONAL EXPERIENCE

Enthuse | Inspira Marketing (Diageo Portfolio)

Sept 2022 – June 2026

Educator (Account Manager) | Seattle, DC, Maryland, Delaware

- Drove depletion and net sales value targets across the full Diageo portfolio in DC/MD/DE and Seattle through distributor partnership, account development, and in-market brand-building execution.
- Conducted regular distributor ride-withs and work-withs to build share of mind for priority brands and ensure consistent execution of national programs at the local market level, Don Julio Por Amor, Smirnoff Pride, Casamigos Pride, and Ketel One National Bartender's Day.
- Executed menu placements, back-bar presence, displays, and points of distribution across priority on-premise accounts including Michelin-starred restaurants, luxury hotels, and private clubs, driving rate of sale, velocity growth, and in-market visibility.
- Led GSMs, brand launches, staff trainings, and retail tastings to educate distributor partners and account staff, converting product knowledge into recommendation frequency and depletion lift.
- Wrote and presented luxury and deep categorical educational material including a history of women in distillation, the tale of the Silk Routes, and a deep categorical timeline of Irish Distilling. Each helped build brand credibility among trade partners nationally.
- Planned and executed mass educational events for national brand programs in coordination with top-tier luxury accounts to deliver deep categorical education in institutions including The Ned, Riggs Hotel, Silver Lyan, and Allegory.
- Managed T&E and A&P budgets, monitored market conditions including pricing, competitive activity, and out-of-stocks, and submitted timely market intelligence and activity reports to leadership via GoSpotCheck.

Greenhouse Agency (Brown-Forman Portfolio)

March 2019 – Aug 2022

Area Manager (Ambassador) | Georgia

- Managed full sales cycle for Irish whiskey and scotch portfolios across Atlanta, driving distribution growth, menu placements, and depletion targets through distributor partnership and direct account selling on and off-premise.
- Conducted distributor work-withs, GSM participation, and staff training programs that built brand share of mind and converted education into measurable depletion growth across on and off-premise accounts.
- Executed brand launch activations, retail tastings, and sampling events that drove trial, awareness, and back-bar visibility for emerging and craft spirits brands.
- Grew Slane Irish Whiskey depletions 79% and points of distribution 49% during pandemic restrictions through disciplined account management and strategic distributor collaboration using innovative planning such as partnering with a bartender community garden to maintain mind share.
- Wrote and presented luxury and deep categorical educational material including a Slane Irish Whiskey Baking book, Sensory Experience for BenRiach Scotch Whisky, Scotch & Chocolate Pairing for GlenDronach Scotch Whisky, History of Irish Distilling, and a bar sustainability curriculum.

Mac McGee Irish Pub | The James Room | Bellina Alimentari

2011 – 2019

Bar Manager/Spirits Buyer | Atlanta

- Managed full bar operations across multiple high-volume Atlanta hospitality venues including inventory management, bar pars, cost controls, staff hiring and training, seasonal menu development, and brand launch activations.
- Concurrently managed spirits buying, pricing, and margin controls at H&F Bottle Shop and Ansley Wine Merchants, building foundational expertise in wine and spirits retail and developing a client advisory practice across fine wine and premium spirits categories.

EDUCATION & CERTIFICATIONS

Georgia State University, 2013 | Distilling & Production School, Six & Twenty Distillery, 2015
Camp Runamok, 2018 | Certified Specialist of Spirits (CSS), 2021 | WSET Spirits III, 2024