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Breakthru Beverage Team Rolling Out New National Accounts Team

(XXXXX, New York, NY) – Today, Breakthru Beverage Group announced that it will be restructuring its National Accounts' Leadership Team. Known as a leading beverage company in North America, Breakthru will be adding four vice president positions, taking a strategic approach to omnichannel Trade Marketing. The addition of the roles will include a stronger focus on retail, on- premise sources, category development and client services. Connecting to emerging and current customers are some of the core focal points of the new positions and each will bring strategic approaches fashioned to align with the evolving market.

Greg Baird, Breakthru Beverage Group's CEO, shares his support in the restructuring. He says, "The remodel of the National Accounts Team is a great example of how Breakthru is always looking to grow with the changing market. This will allow us to pursue new ways of working and effectively engaging in this marketplace."

Ezra Henson will take on the role of Vice President of Category Development effective, **XXXX**. Previously, Henson was the Senior Director in Category Leadership for Constellation Brands overseeing the Walmart and Sam's Club for beer, wine and spirits portfolio.

The Vice President of Retail position will be filled by Cristina Desmond, Breakthru's current Vice President of Marketing in Retail Sales and Promotions. Desmond has been with Breakthru for over five years and has 10 plus years in the wine and spirits business.

Mike Maihen will be Breakthru's Vice President of National Accounts On- Premise. Maihen has several leadership roles in the industry including Director of Retail Field Sales for U.S. National Accounts for Breakthru and Vice President, Director for the West Division of Heritage Brands.

The position, Vice President of Client Services, has been appointed to Chris Honk. Honk, current Director of Sales in Corporate Chains for Breakthru, has more than 10 years of experience in the industry. In the past, he has held leadership positions for Diageo, another leader in the adult beverage business.

Key reorganization of the team is aimed to increase resourcing and create a deeper customer focus by using strategies like connecting the company and its supplier partners to customers on eCommerce platforms and leveraging data to expand their reach.

"The added positions to the team will provide the support Breakthru requires as a leading beverage company in North America," says **Gus Bozo**, Breakthru's Vice President of National Accounts, "Ezra Henson, Cristina Desmond, Mike Maihen and Chris Honk are individuals we believe will not only best fit these roles, but will also manage the team in a way that focuses on growing the Breakthru footprint."



About Breakthru Beverage Group

Breakthru Beverage Group is one of the leading alcohol wholesalers in the United States and the largest broker in Canada representing a full total beverage alcohol portfolio of spirits, wine and beer. Across all markets, Breakthru aligns a nimble and insightful approach to sales, marketing and operations. Family ownership is active in the business and committed to being stewards of heritage and champions of innovation. For more information, visit www.BreakthruBev.com.