



Djuce is not your regular wine brand. We're a liquid powerhouse, 100% focused on creating new kinds of wine experiences, collaborating with new types of wine drinkers, and minimising the CO<sub>2</sub> footprint of it all. We are currently looking for our #1 US employee to spearhead sales, and be an instrumental part in building our company.

Since launching in 2022 we have:

- Been featured in The Guardian, Financial Times, and Forbes
- Been listed at Erewhon, Foxtrot, Chateau Marmont and Selfridges (UK)
- Been awarded 2x Best in Show at the World Canned Wine Competition +10 Gold Medals
- Received distribution in the US (CA, NY), Canada, UK, Japan and the EU

In short, everything from liquid to brand is in place, with 1000s of consumers raving about it in 17 markets on 3 continents. But we are only getting started. We are now looking for a regional sales and marketing manager in California. Someone with the energy and network to sell, craft experiences and build relationships with end consumers, venues, brand and resellers alike.

Examples of what the job means:

- Secure multi-store listings and execute in-store activations (pourings, limited promotional campaigns, POs materials etc.)
- Identifying the right music/club venues and successfully negotiate the deal to make Djuce the exclusive wine product
- Create, plan and execute Djuce experiences with the goal of engaging consumers and drive sales
- Sell Djuce to brands, experience agencies, festivals etc.

We expect you to have deep, existing experience with several of the above. We also expect you to be a big part in defining the role and focus, to set goals, and then go above and beyond to deliver on it. We also expect you to roll up your sleeves and do the work yourself.

## WHO WE ARE LOOKING FOR

- Connections - you text with all the right people in LA, know the team behind the coolest venues and brands
- Entrepreneurial spirit - this job will be many jobs over the next couple of years, most times at once. This should excite you.
- A natural host - you love treating people to great experiences and are able to craft exactly that
- A deep understanding of the three-tier system.
- A sales entertainer who can captivate a room. Who can use copy, slides and charm to make sales where others don't.

## NEED TO HAVE

- Be super OK to spend evenings/weekends at events as well as overnight travel
- Wine knowledge
- Minimum of five years previous professional sales experience in beverage alcohol (preferably wine)
- Valid driver's license

Join us in propelling the wine industry into the future. Apply by the 15th of January by sending an email to [philip@djuce.com](mailto:philip@djuce.com).