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**FOR IMMEDIATE RELEASE**

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## **WSWA ACCESS OPENS 2022 CRAFT BRAND REPRESENTATIVE APPLICATIONS**

*Don't miss your opportunity to get unparalleled access to the industry's top craft brand builders!*

*Those interested in joining the 2022 WSWA Access Advisory Council as a Brand Representative should submit their digital application by March 11, 2022.*

**WASHINGTON, D.C., 02/23/2022** – Wine & Spirits Wholesalers of America (WSWA) today announced the application period for the 2022 WSWA Access Advisory Council. Building on the success of its inaugural year, [WSWA Access: A Hub for Craft, Startup and Small Production Wine & Spirits](#) is expanding the Access Advisory Council to include more Brand Representatives to get a better cross-section of industry voices.

### **[2022 WSWA Access Advisory Council Brand Representative Application](#)**

“The US craft brand marketplace is the largest in the world with real potential to get even bigger over the next decade,” said WSWA Senior Vice President of Communications and Marketing and WSWA Access Director Michael Bilello. “The Access Advisory Council gives startup brands unparalleled access to the decades of industry experience held by our Wholesaler Advisors as they navigate the unique challenges presented by a very competitive and dynamic marketplace. Additionally, the peer-to-peer networking and collaboration with other startups makes this program remarkable.”

Last year, the Advisory Council drafted and released the [2021 WSWA Access Distribution Playbook](#) – a first-of-its-kind look into successful craft brands with trade insight and information from owners and operators. Throughout the playbook, members of the WSWA Access Advisory Council and industry experts shared best practices and tips that gives brands the best opportunity for scalable growth both on- and off-premise nationwide.

“Equipping craft brands with the knowledge and expert feedback they’ll need to engage distribution partners ensures the marketplace will continue to provide consumers with unparalleled choice,” said WSWA’s Chairman of the Board and Board of Managers RNDC-West Chris Underwood. “This program is also very exciting because the Access wholesaler advisors are being introduced to some of the most promising brands from around the country and the entrepreneurs who operate them.”

Identified 2022 WSWA Access Wholesaler Advisors include:

- Rick Lopus, Great Lakes Wine & Spirits
- Cheryl Durzy, LibDib, LLC
- Ray Lombard, Southern Glazer's Wine & Spirits
- Michael Klauer, Momentum Beverage Team IL, CO & WI
- Sara Harmelin, Allied Beverage Group
- Ken Rosenberg, Republic National Distributing Company
- Drew Levinson, Breakthru Beverage Group
- Monique Huston, Winebow
- Justin Shaw, M.S. Walker, Inc.

Craft, start-up or small production wine and spirits brand representatives who wish to be a part of the 2022 WSWA Access Advisory Council should apply [HERE](#) by March 11, 2022.

#### **About Wine & Spirits Wholesalers of America**

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit [www.wswa.org](http://www.wswa.org) or connect with us on [Facebook](#) or [Twitter](#).

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