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WSWA ACCESS LAUNCHES INDUSTRY'S FIRST DISTRIBUTION PLAYBOOK

"If [craft brands] follow the recommendations given in this Playbook [they'll] be ready to pitch any wholesaler in any market throughout the U.S."

WASHINGTON, D.C., 12/09/2021 – Wine & Spirits Wholesalers of America (WSWA) Access today launched the wine and spirits industry's first-ever Distribution Playbook. The release of the playbook comes exactly one year after the launch of the WSWA Access initiative, created as a hub for craft, startup and small production wine and spirits brands.

The digital playbook is FREE and available for download at <https://www.wswa.org/access-distribution-playbook>.

The playbook is a comprehensive, one-of-a-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 share best practices and tips that are leading to impressive growth both on- and off-premise. The 87-page playbook is filled with material from leading craft brand distributors on how craft, startup and small production brands can get a leg up in the most competitive and diverse marketplace in the world.

"From our very first meeting it was apparent to me the brain power and experience amongst this group and that if we could somehow harness and share it, we could benefit the entire industry for years to come," said WSWA Access Director and Senior Vice President of Marketing and Communications Michael Bilello. "Every page of this playbook contains detailed information and first-hand experience from successful brand representatives and wholesaler advisors, giving startup wine and spirits brands the 'playbook' they'll need to get their products to market, successfully."

The WSWA Access Advisory Council is made up of craft, start-up and small production wine & spirits brand leaders, WSWA members and industry partners working together to develop expert guidance, resources and best practices that help brands navigate industry challenges and identify opportunities in an effort to further enhance a smartly regulated and successful U.S. alcohol marketplace.



“With strong growth and innovation within our industry, wholesalers are committed to continuing their important role in the success of these brands and the diversity of the US alcohol marketplace. WSWA Access is working to strengthen relationships between all three tiers,” said WSWA CEO and President Michelle Korsmo. “With this exceptional resource, our members provide insight and tips from decades of industry experience on how emerging brands can share their products and story with the country.”

Since its inception one-year ago today, WSWA Access continues to build its mission to develop and work closely with craft, startup and small production wine and spirits brands by providing expert guidance, resources and best practices that help labels navigate industry challenges and identify opportunities to further enhance a smartly regulated and successful U.S. alcohol marketplace. The Distribution Playbook embodies this mission and will serve the wine and spirits industry in continuing to value the relationship between wholesalers and craft brands.

“If [craft brands] follow the recommendations given in this Playbook [they’ll] be ready to pitch any wholesaler in any market throughout the U.S.,” added Bielello.

To download the playbook and learn more about WSWA Access, visit www.wswa.org/access.

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 or connect with us on [Facebook](#) or [Twitter](#).

About WSWA Access

Launched in December 2020, WSWA Access is an initiative by Wine & Spirit Wholesalers of America on a mission to develop and work closely with craft, start-up and small production wine & spirits brands by providing expert guidance, resources and best practices that help labels navigate industry challenges and identify opportunities in an effort to further enhance a smartly regulated and successful U.S. alcohol marketplace.

To learn more about WSWA Access, please visit www.wswa.org/access.

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