

- *LIVE WEBINAR*

# **NEW BUSINESS PRINCIPLES & PRACTICES**

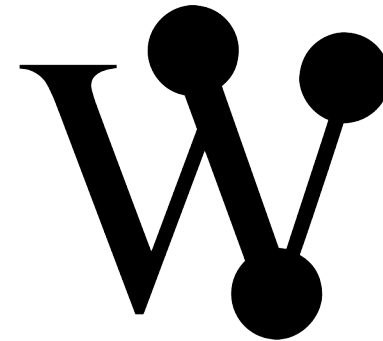
FOR A POST-COVID MARKETPLACE

***WEDNESDAY, APRIL 27 @ 1:00 PM EDT***



## *Michael Bilello*

*Executive Vice President,  
Strategic Communications and Marketing;  
Director, WSWA Access Craft*





# *THANK YOU*

## *TO OUR ACCESS CRAFT ADVISORY COUNCIL!*

WE ARE THRILLED TO WELCOME NEW AND  
RETURNING WHOLESALE ADVISORS AND BRAND  
REPRESENTATIVES TO THE COUNCIL!

LEARN MORE AT [WWW.WSWA.ORG/ACCESS](http://WWW.WSWA.ORG/ACCESS).



*John Bilello*

*CEO*



*Sara Harmelin*

*Vice President  
Digital Innovation*



*Monique Huston*

*Vice President  
Wholesale Spirits*



*Dale Stratton*

*Analyst*





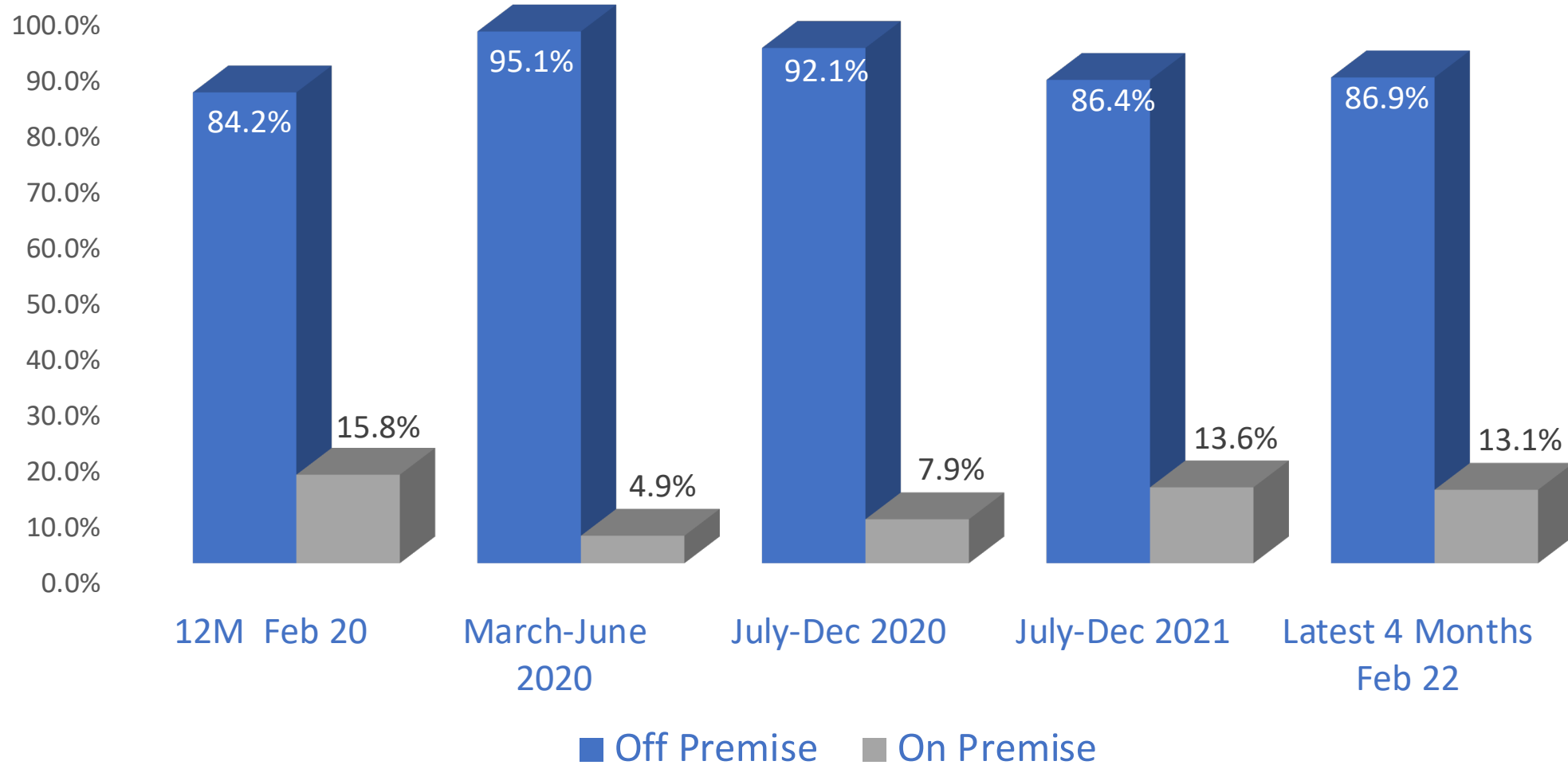


# COVID Impact

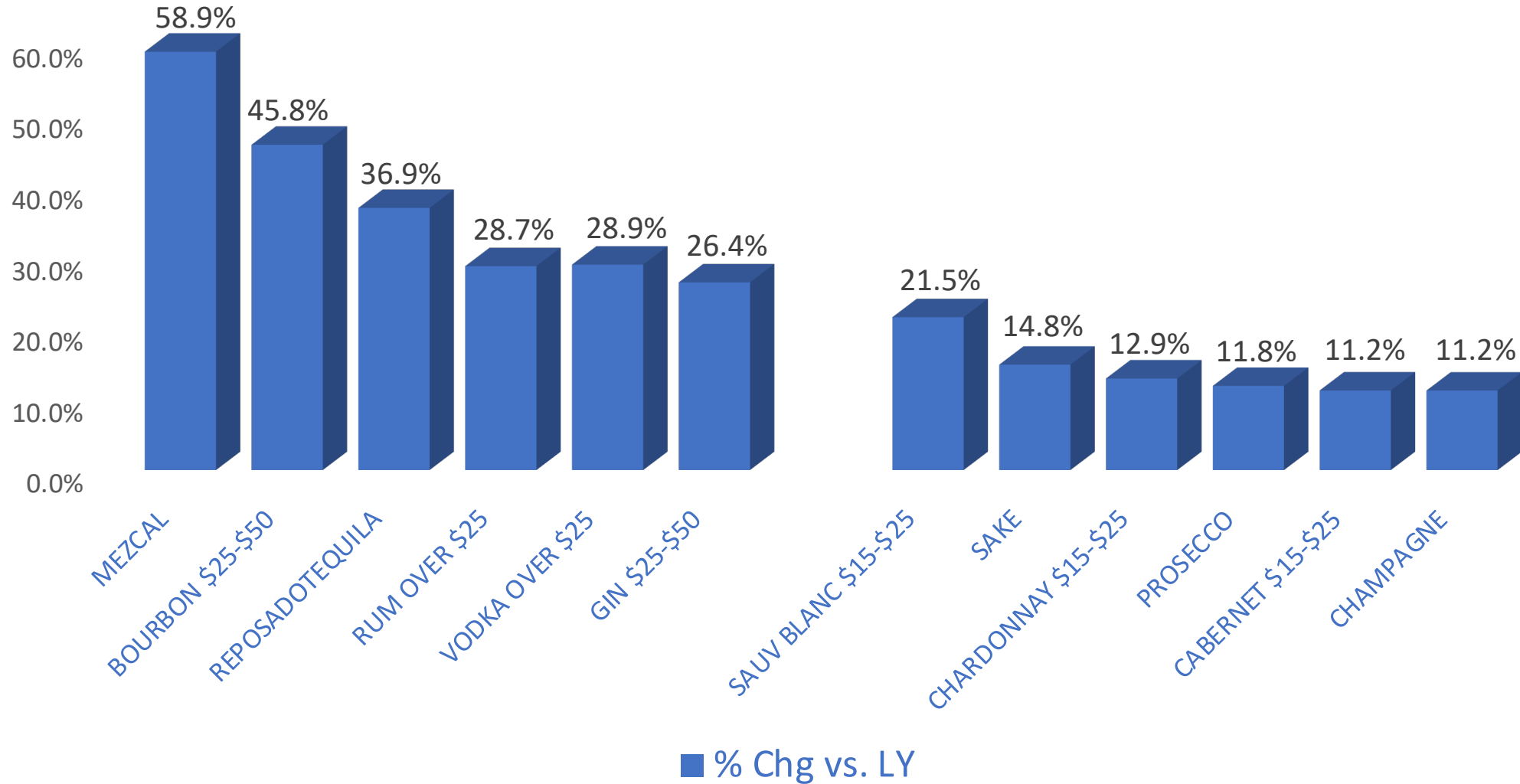
Dale Stratton



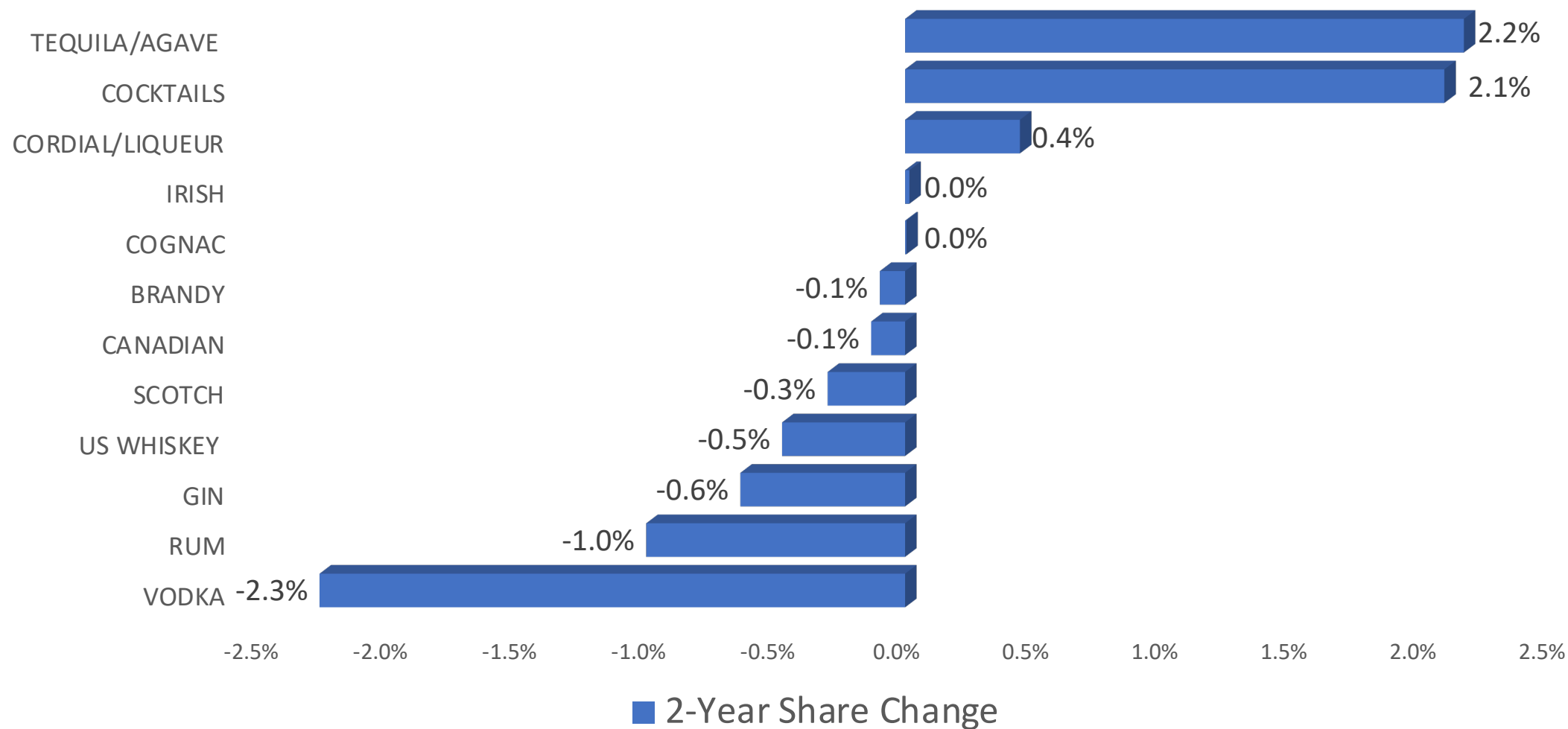
# *Total Wine & Spirits Share by On/Off-Premise*



# *Growing Segments*

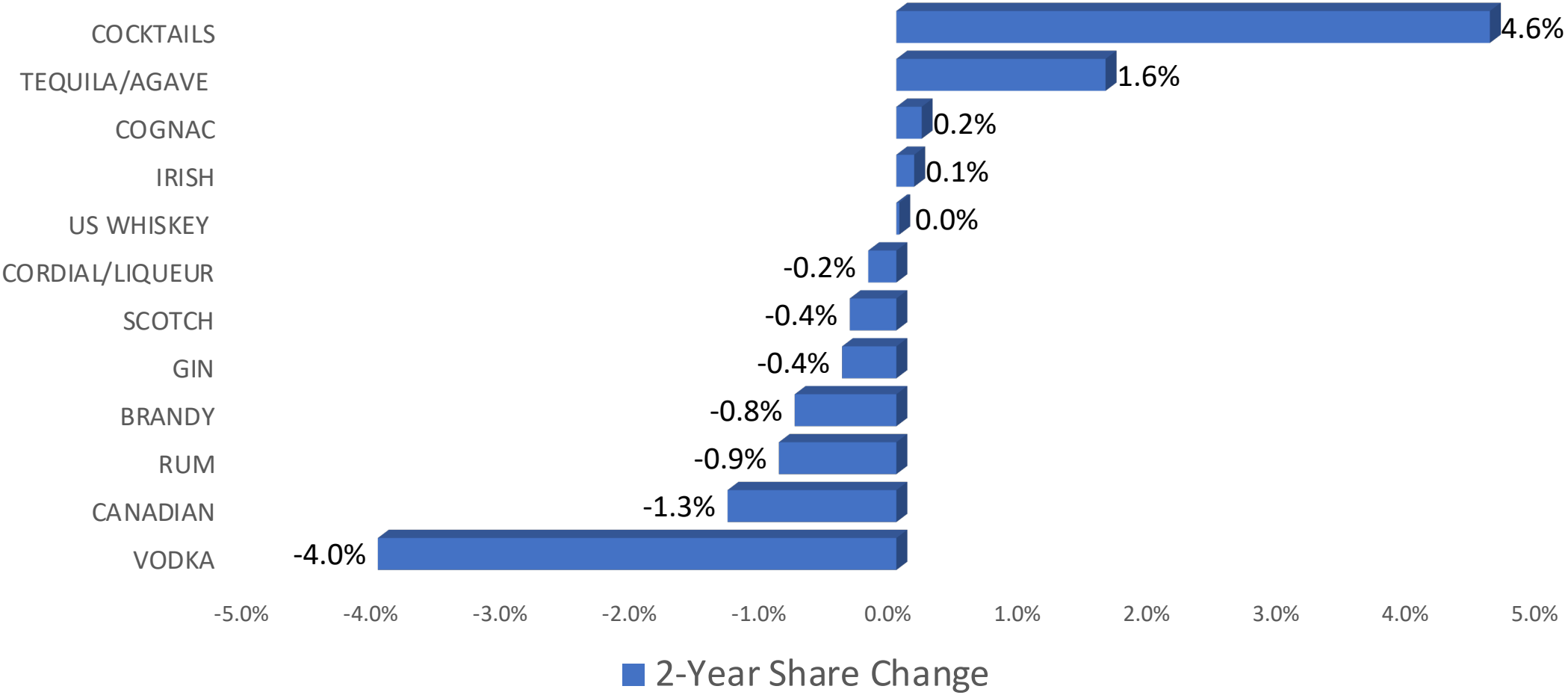


# *Spirits Share Change On-Premise*





# *Spirits Share Change Off-Premise*



# THANK YOU!

Twitter: @WSWAMedia

Web: [wswa.org](http://wswa.org)

***MEDIA INQUIRIES: PLEASE*** SEND FOLLOW UP QUESTIONS TO  
MICHAEL BILELLO AT ***MICHAEL@WSWA.ORG***