Willie’s Superbrew

What’s a “Superbrew”? We made it up. Because nothing tastes quite like it. Willie’s Superbrew is a hard seltzer blended with hundreds of pounds of real fruit. It’s gluten free and low in carbs and calories, like you’d expect from a seltzer, but there is so much more flavor because instead of artificial or “natural” flavors, we’re using real ingredients.

It all started when a goat farmer and a surfing neuroscientist met on the beach. They decided they wanted to make the perfect drink for the occasion. Now, we are a small, Boston-based team with heart and hustle unified by our mission to bring real ingredients, transparency, and soul to alcohol. Join us?

Our Values

At Willie’s, we take our core values very seriously. All team members are expected to embrace and embody these values each and every day. We believe that they are the glue that keeps us all together, and keeps us moving forward, improving, and growing as individuals and as a company:

- Foster Growth
- No B.S.
- Have a Soul
- Be Curious and Innovate
- Live Responsibly

Supercrew Requirements

- Available on a weekly basis in the following time frames:
  TH 4-7pm, F 4-7pm, S 1-7pm, Su 1-7pm for at least 2 hours
- Mature, dependable, and able to work unsupervised
- Comfortable being on your feet for a long period of time
- Access to dependable transportation with a valid driver’s license
- Passionate and enthusiastic about Willie’s Superbrew
- Have great communication and people skills.
- Be able to educate others
- 21+
What Does the Supercrew Do?

As a Brand Ambassador, you will represent Willie's at customer-facing events such as Grocery & Liquor Store Samplings, Bars & Restaurant Promotions, Brewfests, Local Events, and more. Your main job will be to educate new customers on what Willie's is and why it's so great by getting as many people as possible to try it.

One of the purposes of this program is to be a direct pipeline for long-term hires. That being said, interest in long-term employment is not a requirement by any means. Our goal is to empower everyone within this program to be a part of bringing real ingredients to alcohol! We know that success is more than just numbers, and we want to make sure you grow and have fun just as much as we want you to do well at tastings. We're a tightknit team here, so while everyone works hard on their own, we like to get together and balance it out with some fun, too. We will always welcome and solicit suggestions, ideas, & feedback and you will have the opportunity to individually pursue new ideas to grow and spread Willie's.

Tasting & Event Responsibilities

Most of your responsibilities with Super Crew will be tastings at different liquor & grocery stores in your region. Tastings are an opportunity to educate and directly sell to new consumers and create excitement about the Superbrew Brand. We also sponsor a number of events around the region which are organized by companies, nonprofits & orgs with similar values to our own. These are a variety of events throughout the year and no two are the same!

At both tastings and events, your responsibilities include:

- Represent Willie’s Superbrew at an account - this may be a customers' first & only interaction with the brand, so we need to make sure it’s a great one!
- Arrive on time with ample product/materials, greet managers/organizers, and set up for scheduled tasting time
- Serve customers samples of the brews & educate them on Superbrew
- Be responsible for ensuring you always have enough product, sample cups & promo material by coordinating with Ellen & the office team
- Follow up each tasting/event with feedback about your experience with accounts, tastings & customers
- Inputting your desired availabilities at least 2 weeks in advance so we can schedule you accordingly
Scheduling

Scheduling is flexible. We can work around your schedule. That being said, most tastings will occur between the following timeframes:

- Thursdays 4-7pm
- Fridays 4-8pm
- Saturdays 1-7pm
- Sundays 1-7pm

Tastings are generally between 2-4 hours. We’ve found that SuperCrew members that are in our program the longest do at least 1 tasting per week. Our most successful SuperCrew members do 2+ tastings per week.

There are two main types of events where you would represent Willie’s Superbrew - at Direct Selling Events and Other Events. See below for a breakdown of our current structure:

**Event Type:** Direct Selling (ie. grocery & liquor store tastings)
**Frequency:** 90% of current openings
**Compensation Structure:** $15/hr + mileage compensation + bonus incentives

**Event Type:** Other Events (ie. sponsored promotional events, brewfests, local events, etc.)
**Frequency:** 10% of current openings
**Hourly wage:** $15/hr (NYC: $20/hr) + mileage compensation

Orientation

In order to join SuperCrew, you should complete two tastings with a Superbrew team member to learn the pitch and the different elements of the company, and to ensure that it is a good fit for both you and us. You’ll be compensated at the hourly rate for these sessions.

Now What?

Sound like a good gig? [Apply here](#)