Willie’s Superbrew

Willie’s Superbrew is a hard seltzer blended with 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. We believe people deserve to know what’s in their drinks, those drinks should be made with real ingredients, and real ingredients taste better.

We have won multiple gold medals for our recipes in international competitions, including taking 1st place at Fizz Fight, the first ever hard seltzer festival, and two more gold medals at the 2019 Great International Beer Competition. We’ve been featured in Forbes, the New York Post, Delish, and many others, and were described by Food & Wine [2017] as “for the family member that literally will not drink any beer… dry, surprisingly complex and completely quaffable… even the beer diehards in the house will be grabbing for one of these.” And on top of that, we were hand-chosen by the Founder & CEO of Chobani to participate in Chobani’s Food Incubator for up and coming food & beverage entrepreneurs.

It all started when a surfer named Nico and a goat farmer named Willie met over a game of beach volleyball. Willie shared his ginger brew, and they started selling it at Cape Cod farmers markets in 2015. Five years later, we’re a growing team doing everything we can to change alcohol!

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

Position Description - New Jersey Sales Representative

At Willie’s, sales = relationships. You are a partner, rather than a “salesperson”. As a Willie’s Superbrew Sales Representative, you will have the opportunity to have ownership over the growth of your sales territory. You will assume direct responsibility for over 100 accounts - including liquor stores, grocery stores, bars, and restaurants whom you will see on a weekly or monthly basis. Additionally, you’ll have the consistent opportunity to scope out & pursue our next perfect partner accounts to work with. You will work closely with our distributor as a partner, managing progress through frequent weekly communications to complement and augment your efforts in the field. You will own the entire sales process in your market, and directly impact the growth of Willie’s Superbrew in this territory.
Essential Duties and Responsibilities

- Work closely with our Regional Sales Manager and our Distributor partners to build a successful plan of growth for your territory.
- Own the entire sales process & management of accounts in your territory to ensure everyone is up to date, excited about the brand, educated about our product and new products, and has our items in stock.
- Work very closely with our distributor partner to manage the market, secure new sales, and identify opportunities for growth - updating them daily/weekly with your sales activities and working with reps and brand managers on a weekly basis as partners to maximize sales opportunities and distributor share of mind.
- Increase rate of sale through: additional SKU distribution, cooler visibility, displays, marketing materials, and other strategic initiatives.
- Increase distribution by: identifying and selling into new strategic accounts.
- Record daily check-in entries to maintain an understanding of our current positioning and opportunities at all accounts.
- Meet and exceed monthly sales goals for volume and displays.
- Carry out tastings & events once per week, and as needed.
- Perform other duties as assigned.

Qualifications

The ideal candidate will possess the following skills:

- Strong organization and attention to detail
- Great with people and excellent communication skills
- Gives and takes feedback; supports development of others
- Ready and willing to roll up sleeves & wear many hats when needed
- Access to reliable transportation
- Strong integrity and care about your impact
- Passion for the vision of Willie’s Superbrew
- Ready to work hard, learn a lot, and have a freaking blast
- Prior sales experience a must
- Prior sales experience in alcohol a massive plus

willie’s superbrew
Hard Seltzer + Real Fruit
Work Environment

The work environment described here are representative of those an employee encounters while performing the essential functions of this job:
- Travel by car is required.
- Performance duties of this job include regularly being required to sit, stand, walk, use hands to finger, handle or feel objects, tools, or controls; talk, hear, and smell.
- Ability to frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 55 lbs.
- Ability to frequently reach with hands and arms and stoop, kneel, crouch, crawl and climb.
- Must be able to participate in critical assessment of products
- Vision abilities required by this job include close vision, distance vision and the ability to adjust focus.
- The ability to travel to various industry events via car or airplane is required.

Compensation

- Salary and Benefits Commensurate with Experience
- Mileage Reimbursement at IRS Standard Rate
- Unlimited Vacation Policy
- Multiple Healthcare Plans Offered (Through UnitedHealthcare) with 50%
- Employer Contribution for "Silver" plan
- Dental and Vision Insurance covered at cost to Employees
- Free Superbrew and a hell of an adventure working to change alcohol forever.

If Interested, please email Andy Stein at andy@superbrew.com with a resume and a short paragraph on why you are interested in the position.

Please Note: This Job Description is neither definitive nor restrictive and may be modified to meet changing needs. As a fast-growing startup, we need everyone to put on different hats and do what it takes to move this company forward and achieve our goals.