

## DuBlasé Brand Ambassador Guideline

### Main Responsibilities:

- Grow DuBlasé presence in on-premise accounts, including bars, restaurants, hotels, and others.
- Own and execute DuBlasé training & education efforts.
- Fully own events and account activations.
- Be the face of the brand to consumers in your market.
- Provide reports from off-premise activations.

### Key Focus:

- Successfully communicate and implement the DuBlasé brand to the trade.
- Develop loyalty with the trade, so they list and push DuBlasé products.
- Maximize the visibility of DuBlasé products on premise.
- Drive training and education to promote DuBlasé products on premise.
- Identify and 'mentor' bartenders to become brand champions for DuBlasé.
- Gain and build a reputation as the 'DuBlasé Ambassador' by the trade.

### Events & Brand Promotion

- Devise promotion plans together with the Marketing and Commercial team that fit with the annual budget and commercial plan.
- Host and execute events where DuBlasé organizes or participates in, including food & beverage markets, bar shows, activations and other events where DuBlasé is being promoted and served.
- Train, manage, monitor and control promoters and event staff.
- Participate in social media and marketing activities, including photos, videos, reels and others.

### Incentive Structure

- Free DuBlasé provided at management's discretion.
- Expense paid trips to new markets, when applicable. Expenses at management's discretion.
- Personal event budget when applicable. Budget at management's discretion.
- Professional connections.
- Free promotional items such as merchandise.