

Tammaron Roles & Responsibilities: Distributor

Business Planning

- Determine role brand will play within distributor's portfolio of brands
- Using specific market knowledge, determine specific package and draft distribution & volume goals
- Develops annual business plan for each supplier that achieves mutually agreed upon goals
- Executes business plan, securing distribution based on business plan and competitive with other Craft brands
- Effectively tracks program execution & communicates with supplier on a consistent basis, with specific actionable steps necessary to achieve objectives
- Actively engages supplier with recommendations for local retail programs and regularly performs analysis at conclusion of programs, to measure effectiveness

Logistics

- Staffs sufficient personnel to service accounts and execute category management goals established in plan
- Professionally places current theme or permanent POS in key locations at retail
- Monitors competitive pricing in order to ensure suppliers pricing remains competitive

Training

- Ensures all sales personnel can effectively present, sell and market the supplier's brands with a proficient understanding of the attributes, features and benefits of individual products
- Enables suppliers access to train sales personnel on their products

Quality Assurance

- Maintains a clean and orderly warehouse to prevent contamination or damage to product
- Ensures product is sold to retail within prescribed code dates and with a reasonable expectation to be sold to consumers within the prescribed dates
- Properly rotates shelf and displays in retail accounts to ensure that the shortest code date product sells first
- Removes and destroys any out-of-code or damaged beer from retail or in distributor inventory
- Ensures that retail accounts comply with recommended cleaning specifications to maintain the quality of their draft beer and perform regular draft cleaning (where legal)

Tammaron Roles & Responsibilities: Supplier

Brand Management

- Establishes a clear overall portfolio strategy, including brand and package prioritization
- Works with distributor to establish mutually agreeable specific package and draft distribution & volume goals
- Understands the distributor portfolio management process as it relates to package discontinuation or new item introduction
- Collaborates with distributor to identify opportunities to improve performance & programming during planning or program periods
- Consistently communicates performance (distribution, features, displays, draft lines, etc.) vs. expectations

Marketing Support

- Invests locally to build brand strength at a rate commensurate with suppliers size and opportunity
- Provides channel and/or consumer-targeted programming resources competitive with other brands within the segment
- Provides impactful and adequate supply of permanent and paper POS to support plans & programs on a timely basis

Sales Training

- Acts as out-of-market expert and regularly shares information such as unique market characteristics, consumer and sales syndicated data, knowledge & insights
- Provides support materials to enable effective training & development of distributor sales staff on all supplier products, standards and procedures
- Provides selling information to educate and enable distributor sales personnel to effectively present, sell and market supplier's brands
- Actively engages distributors with training sessions to educate sales personnel on suppliers beers, brand and programs

Quality Assurance

- Provides product to distributors with adequate lead time to sell prior to code date expiration
- Regularly conducts quality assurance reviews in both distributor warehouses and retail accounts
- Provides clear, specific, and reasonable product quality standards to distributors