**PETER FORMATO**

Coral Springs, FL 33071 ♦ H: 954-757-9535 ♦ C: 954-648-9100 ♦ pformatojr@yahoo.com

**Professional Experience**

LUNEAU USA, Westport, CT **02/2017 to 04/2019**

(Castel was main supplier who is the #3 wine supplier in the world, behind Constellation and Gallo, supplies top imported wine brands, private company)

**Southeast Regional Manager** (Replaced by a family member)

Responsible for improving the awareness and sales of wine brands (FL, GA, AL, MS, LA, TN, WVA, NC, SC), reporting to senior management and by maintaining strong distributor management with (SGWS, Opici, NDC, Grassroots, RNDC –MS, RNDC-LA, WTNC, Best Brands, Mutual, Aleph, RNDC-SC ), building buyer relationships (Publix, ABC, Food Lion, Harris Teeter, Costco) and employing trade marketing. Traveling over 70% of the year, a highly productive self-starter, manage multiple distributor partners, including business reviews, team meetings, agreement of goals, education, pricing, local trade marketing programs, budgets, in-field “work-withs,” creating targeted placement programs, and programming, build buyer relationships in key accounts, , exceptional communication and presentation skills, across the Southeast region, represent brands in trade and consumer events, tastings, distributor meetings and winemaker dinners, continuously build brand awareness for long term growth and sustainability.

* Increased distribution in Food Lion from 18% distribution in one state, to 91% overall distribution in all states.
* Increased SKU distribution in all distributors from 26% to 80%.
* Developed a Private Label Wine brand for a Regional On-Premise Chain (Sal’s Italian Ristorante) from concept to delivering the product.

ELIXIR WINE GROUP, Bend, Oregon **02/2014 to 10/2014**

*(*Representing artisan producers nationally, own and operate wineries in Argentina, Baja California, Mexico and Oregon)

**Southeast Regional Sales Manager (**Eliminated position)

Responsible for the entire business in (FL, GA, AL, MS, TN, NC, SC) and to direct and control the execution of sales and consumer market development plans through key Distributor Principles, state financials: budgets, depletions, pricing, objectives and business forecasts and profit analysis. Motivate the Distributor (Vinecraft, GA Crown, AL Crown, Paul Lavender, Bonus Bev, WTNC, Empire NC, Millennium Bev.) sales force, to achieve optimum profitable sales volume, effectively develop and maintain positive relationships, improve the sales performance through programming, agreed upon market plans budgets, sales meetings, business reviews, inventory, POS and other marketing materials, education, leading the training and development, hand selling of brands to key on/off premise accounts. Execution: establish priorities and meet or exceed sales goals, results oriented: strong work ethic and drive for success, creativity: inspires creative thought and “out of the box” ideas that grow the territory’s business, maximize company profitability and resources, teamwork: work and communicate productively with colleagues and distributors, outstanding knowledge of wine, delivering high quality work on short deadlines.

* Increased profitability of Region by eliminating/reducing unnecessary DA's/SPA's without sacrificing volume.
* Assigned 6 new distributors (40% increase) in the Southeastern US in 6 months to close distribution gaps in our distributor network.
* Reversed declining sales of -25% to a +30% increase in sales for the entire South East Region.

WILSON CREEK WINERY, Temecula, California **01/2011 to 01/2014**

(A family-owned winery known for its quality wines, tasting room, restaurant, conference venues and exclusive retreat)

**Eastern Regional Sales Manager (**Eliminated position)

Responsible for all business in (FL, GA, AL, NC, SC, VA, NY, PR); sales, developing annual business plans, budgets, all pricing, programming for all channels on the East Coast, creating a distributor network (SGWS –FL, SC, NY Metro, Upstate, AL Crown, Robins Cellars, Empire NC, General Wholesale, Plaza in PR), distributor management, key account new distribution, state financials: budgets, depletions, pricing, objectives and business forecasts and profit analysis.

* Built brand from zero cases to 5,100 9L cases surpassing depletion and shipments goals.
* Achieved all goals and operated under budget both years.
* Increased the Region from just the state, to 8 states including Puerto Rico.
* Developed a national strategy for the On Premise Channel.

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BUENA CEPA WINES USA LLC, Miami, FL **02/2009 to 08/2010**

(Importer of premium wines from Argentina and Chile)

**FLORIDA STATE MANAGER** (Went out of business)

Responsible for all business; sales, developing annual business plans, budgets, all pricing, programming for all channels on the East Coast, creating a distributor network, distributor management, key account new distribution, state financials: budgets, depletions, pricing, objectives and business forecasts and profit analysis. Visited the wineries in Argentina and Chile.

* Increased depletion's by 70% consecutively per month.
* Secured multiple key account placements.
* Created a marketing plan that assisted with brand awareness and product “pull.”
* Personally sold over 300 new placements.

OPICI WINE COMPANY OF FLORIDA, West Palm Beach, FL **02/2008 to 10/2008**

(An importer, wholesaler and producer of fine wines and artisanal spirits, since 1913, has a portfolio of more than 50 brands)

**Territory Sales Executive**

Recruited and responsible to manage full scope of operations in South Florida focused on increasing sales, reviewing and evaluating product pricing and programming management, and augmenting national product promotions to fit the distributor’s customers.

* Increased account base by 28% and increased market share.
* Suggested, created, and implemented a new marketing strategy that increased revenue by over 17%.

THE GAMBRINUS COMPANY, San Antonio, Texas **03/2003 to 01/2007**

(A privately held craft beer company, owner and brewer of Shiner Beers, 2 Breweries, Corona, Modelo Brand & Moosehead)

**DISTRICT SALES MANAGER**

Recruited and responsible for sales and distribution in the South Florida Market calling on Gold Coast Beverage managing pricing, implementing marketing strategies at chain and state level, promotional campaigns, distributor management, training and working with distributor sales teams in the field, competitive pricing and programming reports, depletions by channel reporting, trade and other events/shows.

* Increased product mix by more than 100% on Corona Light SKU's.
* Exceeding annual sales targets by over 56%, achieving a milestone 4M annual case depletion's.
* Elevated Corona Light brand consumer awareness to #1 Import Light Beer.

BROWN-FORMAN Corporation, Louisville, Kentucky **03/1999 to 06/2003**

(One of the largest American-owned companies/suppliers in the spirits and wine business)

**MARKET MANAGER - ON PREMISE**

Promoted to manage all sales and trade marketing for the On-Premise business (Ritz Carlton,) in the South Florida market, restructure national programs, budgets, key account management, distributor management, new distribution, and reporting.

* Awarded six "Employees Choice" and a "President's Choice" awards for sales increases. (I only have backup for 3 but 6 actual Barrels to commemorate the awards.)
* Surpassed competitors by implementing aggressive sales promotions resulting in a 55% total business increase.

MARKET MANAGER - OFF PREMISE **02/1998 to 03/1999**

Recruited and managed all sales and trade marketing for the Off Premise trade channel in the South Florida market, restructuring national programs, budgets, key account management, distributor management, new distribution, and reporting.

* Exceeded market shipment and depletion goals by over 26%.

**Education and other training**

Florida State University - Tallahassee, FL

BS Degree in Social Science (self-funded)

Microsoft Office (Word, Excel, PowerPoint, Outlook)