

STANDARD POSITION DESCRIPTIONS

Owner(s)

For purposes of this study, an owner is someone who has a 26% or more holding in the company and who works full-time for the company.

Operations/Warehouse Positions

Top Operations Executive

This position is accountable for the timely and effective planning, development and execution of all warehousing and transportation activities, development of operations staff, safety, security and maintenance of warehouse and wholesaler facilities.

Warehouse Manager

This position is accountable for supervising warehouse activities; facilitating the timely and cost-effective reception, warehousing and shipment of inventories; contributing to effective inventory control; supervising warehouse staff; and providing for the safe and secure operation of all warehouse activities, equipment, employees and inventory. Smaller distributors may only have a warehouse manager while larger ones may have one or more shift supervisors as well.

Inventory Manager

This position is accountable for forecasting, procurement, inventory control, warehouse product rotation, picking areas, product control, and safeguarding of inventory.

Freight Manager

This position is accountable for overseeing transportation of products between the breweries and the distributor.

Service/Fleet Manager

This position is accountable for supervising all activities related to the repair and maintenance of all distributor-operated vehicles.

Fork Lift Operator

Operates a variety of warehouse equipment including forklift, pallet jack and hand truck; assists in other warehouse activities as required; assists in stocking, shelving and storing warehouse shipments; fills stock requests; loads route trucks and unloads inbound shipments; performs related duties as required or assigned.

Warehouse Helper/Worker

This position is accountable for assisting the warehouse manager with the storage and shipment of product inventory in the warehouse facility.

Long-Haul Driver

Driver of distributor operated trucks that deliver products from the breweries to the distributor.

Fleet Mechanic

This position is accountable for preventative maintenance and repair of all distributor related vehicles.

General and Administrative Positions

President/Chief Executive Officer

This position is accountable for the continuing viability of the company and ensures same through the timely development and implementation of effective business strategies and plans. The incumbent may also be an Owner and/or serve on the Board of Directors.

General Manager, Executive VP, Chief Operating Officer

This position is accountable for achieving operating and strategic objectives, ensuring effective operations of the company on a day-to-day basis, supervising and directing top management, developing reports and plans, and analyzing business problems and successes to optimize future operations.

Top Financial Officer

Directs and administers all financial activities for the organization including cash flow management, financial planning and reporting, strategic planning, company investment, property purchases and leasing, all purchasing and general fiduciary and tax matters. This position is usually found in a larger operation and in conjunction with the existence of a Top Administrative Executive.

Top Administrative Officer

Directs and administers all administrative and staffing activities for the organization including strategic, administrative, planning systems development and maintenance, property purchases and leasing, and all general purchasing. Staffing responsibilities include direction of all hiring and related activities. This position is usually found in a larger organization and in conjunction with the existence of a Top Financial Executive.

Public Affairs Manager

This position is responsible for achieving positive media attention through strong relationships with the media and local community. This position writes press releases, submits editorials, publishes company newsletters and maintains the company's web site in addition to promoting alcohol awareness activities, supporting company sponsored events and partnering with community based organizations to encourage responsible drinking.

In-House Counsel/Attorney

This position is a full time employee.

Branch Manager

This position directs and coordinates activities of the branch to obtain optimum efficiency and economy of operations and maximize profits by directing staffing, training and performance evaluations for all branch operations, managing primary maintenance schedules for fleet, overseeing warehouse/distribution center, coordinating sales distribution by establishing sales territories, quotas and goals, analyzing sales statistics to promoting sales, reviewing market analysis to determine customer needs, volume potential, price schedules and discount rates in order to accommodate the goals of the branch, analyzing and controlling expenditures for budgetary requirements, and recommending or approving budgets and expenditures for the branch. This position may also include training employees, planning, assigning and

directing work, appraising performances, rewarding and disciplining employees, addressing complaints and resolving problems.

Controller

This position is accountable for cash management; general, cost and tax accounting; financial control, reporting and analysis; accounting data processing and personnel activities; planning and other responsibilities related to the financial function in the business.

Accountant

This position is accountable for maintenance of general accounting books and reports, preparation of periodic financial statements, and for preparation of tax returns.

Office Manager

This position is accountable for managing the personnel and equipment necessary to provide adequate clerical support to the company, ordering office supplies and equipment, and reviewing office systems to ensure smooth operations.

Human Resources Manager

This position is accountable for managing the personnel function within the company including the administration of personnel records, compliance with laws and regulations concerning personnel, training, interviewing, etc.

Purchaser

This position is accountable for the procurement of all products from the breweries for resale to customers.

Data Processing Supervisor

This position is accountable for managing data processing and programming activities to provide optimal user services for all computerized distributor systems.

Programmer

Responsible for writing new and maintaining existing computer programs for the various applications within the distributorship.

Computer Operator

This position is accountable for running computer programs, processing data, and generating reports using the company computer system.

Bookkeeper

This position is accountable for clerical activities in the accounting area including work on the general ledger, accounts receivable, accounts payable, cash handling, etc.

Information Coordinator

This position is accountable for entering orders, merchandise receipts, and other data into the company's computer system.

Administrative Assistant

This position is accountable for performing clerical work including filing, scheduling appointments, typing, mail processing, answering the telephone and other administrative duties as assigned.

Receptionist

Greets visitors; handles incoming telephone calls, faxes and mail, sorts incoming faxes and mail, responsible for giving information frequently over the telephone, responds to general inquiries, schedules appointments, composes

routine request, transmittal, acknowledgement letters and memoranda and performs other administrative duties as assigned.

Clerk

This position is accountable for typing documents and correspondence and keying data into the company's computer system.

Custodian

This position is accountable for a variety of janitorial duties including removing trash, sweeping and mopping floors, dusting and cleaning bathrooms.

Sales Positions

Top Sales/Marketing Executive

This position is accountable for the development and implementation of sales and marketing strategies, selection and retention of sales and marketing staff, supervision of advertising, guidance and direction of direct sales activities, and all reporting and controls which are generated for tracking and performance review purposes.

Director of Sales

This position is accountable for sales, advertising and marketing of the products as well as supervising the sales team.

Brand Manager

This position is accountable for developing promotions to increase sales of one brand or one type (e.g. imported) of product in distributor's territory and acts as liaison between the brewery and the distributor.

Sales Manager

This position is accountable for increasing sales/profitability through effective management of the sales organization, supervision of sales staff, development of sales goals, and coordination with advertising management. In larger distributorships, there may be more than one sales manager, e.g., one for pre-sell and one for driver sales operations.

Sales Division Manager

This position is accountable for pre-sell or route sales division management within the sales department. This position will mostly be found in larger distributorships.

Chain Manager

This position is accountable for developing and maintaining relationships with major chain operators that sell beer for on-premises and/or off-premises consumption.

Sales Supervisor

This position is accountable for the activities of a relatively small number of salespersons.

Route Salesperson (Pre-Sell)

This position is accountable for pre-sale of draft and/or package products in an assigned geographic area.

Draft Beer Manager

This position is accountable for developing and maintaining relationships with draft beer customers including sales, service and installation of draft beer systems.

Draft Beer Supervisor

This position is accountable for coordinating the activities of the Draft Beer Specialists.

Advertising Manager

This position is accountable for developing and implementing effective advertising and promotional programs to contribute to increasing sales/profits.

Merchandise Manager

This position is accountable for managing the Merchandisers in the installation and maintenance of displays and permanent point-of-sale materials on the customers' premises.

Route Manager

This position is accountable for the delivery of products in a pre-sell or driver sale operation. Directs the activities of Route Supervisors.

Route Planner

This position is accountable for designing route logistics on a daily basis based on case load and geographic delivery area utilizing route accounting software.

Route Supervisor

This position is accountable for managing the activities of people who deliver products in a pre-sell or driver sale operation.

Point-of-Sale Manager

This position is accountable for increasing product visibility and brand recognition by distributing, selling and/or placing or arranging for placement materials representing brands carried by the distributor.

Sales Merchandiser

This position is accountable for some of the activities of a merchandiser, but is also responsible for selling on-premises programs and new draft accounts in driver sales operations.

Merchandiser

This position is accountable for building displays, hanging permanent point-of-sale materials and doing cooler sets and resets in the distributor's territory. Works with banner and sign making equipment to produce customized POS.

Special Events Manager

This position is accountable for enhancing product and wholesaler image and increasing sales through effective liaison with the public.

Special Markets Manager

This position is accountable for developing and maintaining effective liaison between special market retail organizations and the distributor to facilitate increased product sales. Works closely with other advertising staff to promote programs and products.

Driver/Salesperson--Draft Only

This position is accountable for draft sales and delivery in an assigned geographic area, collection of payment or invoice vouchers, related inventory and control procedures, customer liaison and supervision of a Helper.

Driver/Salesperson--Package Only

This position is accountable for package sales and delivery in an assigned geographic area, collection of payment or invoice vouchers, related inventory and control procedures, customer liaison and supervision of a Helper.

Driver/Salesperson--Combination

This position is accountable for draft and package sales and delivery in an assigned geographic area, collection of payment or invoice vouchers, related inventory and control procedures, customer liaison and supervision of a Helper.

Tel-Sell Salesperson

This position is accountable for pre-selling retail accounts via telephone based on a designed sales call plan that targets the bottom tier retail accounts.

Graphic Arts Manager

This position is accountable for creating and designing graphic arts, logos, banners, price cards and table tents utilizing graphic design software. This position also manages the production of all company graphics.

Sign Dept. Employee

This position is accountable to the graphic arts manager and assists with the production of signs and banners applying vinyl and cutting. This position routes all completed work to the appropriate personnel for merchandising.

Contemporary Marketing Team Rep.

This position is accountable for developing and implementing marketing and sales strategies that increase profits. This position reports to the Top Sales/Marketing Executive.

Territory Manager

This position is accountable for sales activities in a specific geographic area and reports to the sales manager or director of sales.

Training Coordinator

This position plans, coordinates and directs training for all sales department personnel.

Venue Representative

This position stocks venue and sales on site.

Space Category Manager

This position develops, coordinates and directs all activities involved with shelf space management in the retail trade. It is responsible for the development of shelf space business plans, objectives and tracking systems including the use of new brand/product information and IRI category information. Off premise.

Ethnic Marketing Manager/Supervisor

This position participates in activities involving the Ethnic market by helping to develop comprehensive Drive-To-Retail campaigns for Latino focused supermarkets and chains, maintaining community involvement and development, maintaining communication with high profiles Latino, African American, Asian, and Native American non-profits, maintaining a constant high level of awareness and reports all competitive activities, assisting with communications with the Spanish media (radio, TV and print), working with outside organizations to help the community, developing a rapport with key Latino retail

accounts closely monitoring package distribution and draft and cooler space, participating in retail special events, and maintaining a high level of awareness concerning alcohol abuse issues.

Delivery Driver Pre-Sell--Draft Only

This position is accountable for the delivery of pre-sold draft beer products in a geographic area, collection of payment or invoice vouchers, related inventory and control procedures and supervision of a Helper.

Delivery Driver Pre-Sell--Package Only

This position is accountable for the delivery of pre-sold packaged beer products in a geographic area, collection of payment or invoice vouchers, related inventory and control procedures and supervision of a Helper.

Delivery Driver Pre-Sell--Combination

This position is accountable for the delivery of pre-sold draft and packaged beer products in a geographic area, collection of payment or invoice vouchers, related inventory and control procedures and supervision of a Helper.

Swingman/Relief Driver

This position is accountable for performing timely and effective sales, service or delivery of draft and/or packaged product to contribute to the efficient functioning of the sales and marketing organization. The position functions as a backup for all sales/delivery routes within the distributor's territory.

Delivery Helper/Worker

This position is accountable for assisting drivers with the delivery of products to customers.

Draft Beer Specialist

This position is accountable for installing and maintaining draft beer systems and cleaning of lines.

Shelf Restocker

This position is accountable for restocking beer product in high-volume, off-premise accounts.

Seasonal Helper

This position is responsible for assisting as needed in the warehouse or with the delivery team. Typically this is a part-time position utilized during high-volume product months, such as summers and holidays.