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Michigan Beer & Wine Wholesalers Association creates Women's Advocacy Committee

Led by female executives, committee will champion women in the industry, highlight job opportunities

LANSING — The **Michigan Beer & Wine Wholesalers Association** (MB&WWA) today announced the creation of a new advocacy and education committee led by female executives from family owned beer, wine and spirits distributors in Michigan. The **Women's Advocacy Committee** will champion, nurture and highlight female leaders and key job opportunities in what was once a male-dominated industry.

"The MB&WWA Women's Advocacy Committee wants to put an end to the stereotypes and misconceptions about the beer and wine distribution industry in Michigan and beyond," said **Kit Wanty-Lambert**, executive vice president of **O&W Inc.** and chair of the Women's Advocacy Committee. "Women are no longer just answering phones and doing clerical office work at Michigan's family owned beer and wine distributors, they are playing a role in sales, marketing, human resources, finance and operations. Women are making strategic business decisions and creating cultures of collaboration and inclusion that are opening doors that have been closed in the past."

The committee is made up of 10 female executives from distributors across the state, stretching from metro Detroit to the western Upper Peninsula and all points in between, as well as the MB&WWA's vice president of operations and events and one of its lead female lobbyists.

"There have never been more leadership opportunities for women in the beer and wine distribution industry," said **Brandi Tribell** vice president of operations and events for the Michigan Beer & Wine Wholesalers Association and member of the MB&WWA Women's Advocacy Committee. "I have worked for the association for nearly 15 years and have proudly witnessed strong female leaders rise through the ranks of distributors throughout the state. And we're just getting started."

"When most people think of beer and wine distributors, they likely picture a man in a logoed work shirt hauling kegs and stacking cases — but that couldn't be further from the truth," said **Marcia Hune**, a lobbyist and shareholder with **GCSI** and member of the MB&WWA Women's Advocacy Committee. "There are major distributors throughout the state that are led by a woman and have women overseeing critical departments, like logistics or warehouse operations, on top of handling the day-to-day loading of trucks and delivering beer and wine to retailers across Michigan."

The MB&WWA represents nearly 50 beer and wine distributors throughout Michigan. The association is recognized as one of the strongest business trade associations in the state and one of the alcohol beverage industry's most progressive state trade associations.

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