

Extensive experience in the Wine & Spirits industry including areas of production, distribution, retail, on-premise, and journalism. Heavy concentration on knowledge of whiskey and social media marketing.

RELEVANT EXPERIENCE

Artisan Spirit Magazine, Spokane, WA – *Senior Writer & Editor*

Spring 2018 – PRESENT (Page 2)

Just One Dram, Rochester, NY – *Freelance Spirits Writer, Consultant, & Reviewer*

July 2013 – PRESENT (Page 3)

In Good Spirits Podcast, Rochester, NY – *Host, Content Director, & Producer*

May 2020 – PRESENT (Page 4)

Parkway Wine & Liquor, Rochester, NY – *Floor & Social Media Manager*

June 2011 – PRESENT (Page 5)

Black Button Distilling, Rochester, NY – *Assistant Distiller & Supplier Representative*

January 2014 – January 2015, Ongoing Relationship as a Consultant (Page 6)

Veritas Wine Bar at Alexander Park, Rochester, NY – *Bar Operations Manager*

November 2013 – July 2016 (Page 7)

OTHER RELEVANT EXPERIENCE

Great American International Spirits Competition – *Judge*

2018, 2019, 2020, & 2021

Finger Lakes International Wine & Spirits Competition – *Judge*

2021

American Craft Spirits Awards – *Judge*

2018

EDUCATION & CERTIFICATIONS

Monroe Community College, Rochester, NY

Brighton High School, Rochester, NY

Certified Sherry Wine Specialist – The House of Lustau & Consejo Regulador Denominación de Origen Jerez-Xeres-Sherry

Artisan Spirit Magazine, Spokane, WA
Senior Writer & Editor
Spring 2018 - PRESENT

I operate as an independently contracted writer and editor for Artisan Spirit Magazine on an ongoing basis. For their quarterly publication I edit articles for grammatical and factual accuracy as well as proofread drafts of the publication before it is sent to print.

I also provide written and photographic content for the publication. This content ranges from technical production pieces to distillery spotlights. Some notable articles I have written are;

- *Spirits at the Edge of the World* - A Spotlight on Dingle Whiskey Distillery in Dingle, Ireland
- *Buying the Farm* - A spotlight on Black Button Distilling's Farm and Forestry Operation
- *A Nightmare on Oak Street* - What to do when a barrel turns out wrong
- *Coming Back for Another Taste* - Tasting room loyalty programs

Writing Sample from *Artisan Spirit Magazine* Issue 26, Spring 2019, Page 57-58, 'Pushing the Limits'

"Ancient grains are exceedingly popular these days with hipsters all the way to health nuts. But don't get narrow-minded here. Ancient grains are good for things well beyond \$8 artisanal loaves of bread that seem to have the density of a neutron star; they can make great whiskey too. I'm going to reference Woodford Reserve's Master's collection a third time now, as I feel their large market presence and willingness to work outside the norm in that line is a good way to gauge market reception and demand on a larger scale. Their 2018 release utilized oats in the mash, showing that there is a demand in the market for alternative grains. And it was well received. While they are far from craft, Brown-Forman has the capital to invest in potentially riskier side projects without major detriment. Most craft distilleries do not.

Some of the ancient grains I would recommend tossing into the mash would be sorghum, millet, quinoa, buckwheat, and oats. As mentioned while talking about corn varieties, all of these grains have different makeups and you will need to adjust your process beyond just yeast and any possible additional enzymes, and also modify your mashing temperatures and grain addition timing."

Reference: Brian Christiansen, Editor & Publisher
(509) 944-5919 brian@artisanspiritmag.com

More writing samples available upon request.

Just One Dram, Rochester, NY

Freelance Spirits Writer, Consultant, & Reviewer

July 2013 - PRESENT

Just One Dram is my own company in which I operate as a freelance writer about spirits, a consultant for varying spirits businesses, and a spirits reviewer. I manage all aspects of the business myself including; online presence, web design, video editing, being a web series personality, accounting, accounts payable, accounts receivable, and marketing.

The video reviews, hosted on YouTube, have amassed over thirty-one thousand views from all areas of the globe. The three most popular reviews are; Diplomatico Reserva Rum (4.7k views), Macallan 15 Year (2.3k views), and Johnnie Walker Double Black (2k views).

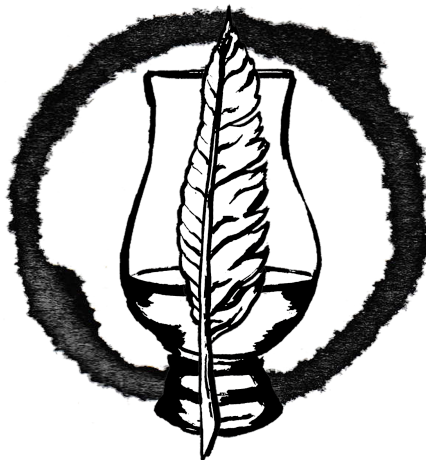
Consulting Services provided

For Distilleries;

- Product Development
- Production Practices
- Social Media & Marketing
- Barrel Selection & Blending
- Authoring eloquent tasting notes and product descriptions

For Retailers, Bars, and Beyond;

- Menu Building & Product Selection
- Operations Practices
- Social Media & Marketing



George B. Catallo - Wine & Spirits Expert
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In Good Spirits Podcast, Rochester, NY

Host, Content Director, & Producer

May 2020 - PRESENT

The In Good Spirits Podcast is a show in which myself, my colleague, and the occasional guest discuss spirits. We will discuss and review spirits as well as discuss their origins, the distillery/distiller, and market overall.

My role is to not only host, but also write episodes, book guests, acquire spirits, edit and publish final episodes, and distribute episodes to podcast platforms and YouTube.



Parkway Wine & Liquor, Rochester, NY

Floor & Social Media Manager

June 2011 - PRESENT

It is with great pride that I can say that in the eight years I have been a part of the team at Parkway, I was directly involved in growing the annual gross sales from roughly one-million dollars in 2001 to nearly two-and-a-half million dollars in the 2018 calendar year.

On a day-to-day basis I am responsible for the floor operations of the storefront including but not limited to; securely opening and closing the retail storefront, authoring 'shelf talkers', minor book-keeping, reporting, and receiving shipments. I also lead a small team of associates in assisting customers, cashiering, stocking, and maintaining the cleanliness of the space.

In my duties as Social Media manager I keep all online accounts up to date including Facebook, Instagram, and Google business listing. This entails;

- Posting pictures, information, and the prices of new, returning, or limited products
- Engaging customer base with lighthearted posts about major and minor holidays
- Promptly answering messages from customers through social media platforms
- Maintain a positive and dominant presence in local whiskey Facebook groups acting both as an agent of the store and of myself

I am also responsible for a portion of selecting new products, ordering, and reordering products for our spirits department. An integral part of this is maintaining positive relationships with sales representatives with dozens of companies.

Reference: Unavailable at this time.

Social Media samples available upon request.

Black Button Distilling, Rochester, NY
Assistant Distiller & Supplier Representative
January 2014 - January 2015
Ongoing Relationship as a Consultant

As an assistant distiller I was responsible for the mashing, fermenting, distilling, and bottling of batches of vodka, gin, and whiskey. A large part of the duties also entailed cleaning and maintaining a suitable environment for spirits production.

I also worked in the tasting room and gift shop pouring samples, and selling merchandise to customers. On weekends I would be responsible for guiding tours through the production space explaining our own processes as well as a basic, yet informative, presentation about the fermentation, distillation, and aging processes.

As Supplier Representative I represented Black Button in a wholesale environment alongside their varying distributors in New York State. In that time, in a team effort with numerous sales representatives, we opened dozens of new sales accounts in both on and off premise accounts.

After scaling back my involvement for personal reasons of my own, I maintain a consultatory relationship with the distillery. This relationship generally includes assisting in selecting and blending barrels of bourbon that have come to maturity as well as developing new products.

Reference: Jason Barrett, Owner & Head Distiller
(585) 953-0713 jasonb@blackbuttondistilling.com

Veritas Wine Bar at Alexander Park, Rochester, NY

Bar Operations Manager

November 2013 - July 2016

Veritas Wine Bar at Alexander Park was at the forefront of wine culture in Rochester, NY. In my time there I was able to expand the reach into the beer scene as well by expanding and improving the beer selection.

Along with the owners, I built a diverse yet balanced menu. The menu included wine by the glass, wine by the bottle, wine cocktails, craft beer, cheese & charcuterie, and desserts. In selecting interesting yet approachable items that we were able to regularly rotate, we built a cult following of customers.

My day to day duties included:

- Seeking out and selecting new products for wine and beer menus.
- Ordering and receiving.
- Bartend while being responsible for subordinates.
- Securely open and close the storefront including minor book-keeping and reporting.
- Special event planning and coordination

While we had experienced immense growth and success, my time at Veritas Wine Bar at Alexander Park came to a conclusion when the business closed for personal reasons amongst the ownership.

Reference: Paul Powers, Owner
(585) 750-5056, paul@powersarchaeology.com

Letter of Recommendation Available Upon Request