

As we kick off Black History Month, we celebrate the people, and their invaluable contributions, who have helped to shape our history. But, we are also reminded that there's much more work to be done. Especially in the Spirits industry.

BevAlc has historically been devoid of significant ownership and representation of diverse communities. Less than 5% of brands are owned by BIPOC and/or women entrepreneurs. At ReserveBar, we're on a mission to change that. We are committed to unlocking opportunities and leveling the playing field for all through measurable actions that provide access, inclusion, and equity.

That's why the Spirited Change Initiative (SCI) is not just a program, but a company strategy that manifests our brand's purpose. SCI was one of the major reasons I joined ReserveBar—I wanted to be part of an organization that not only delivers on the brand promise but has a “reason to be” and drives purposeful change.

Through SCI, ReserveBar helps support the launch and growth of BIPOC brands with a number of actionable steps including presence and visibility on the website and marketing, through e-commerce store enablement, and with coordination of support from the distributor and retailer tiers. We are also implementing programs that assist with direct mentorship, access to mentoring/educational resources, connections to our Advisory Board, and the potential to access capital funding through our vast partnerships.

The Spirited Change Initiative at ReserveBar is proud to support, amplify and celebrate the brands, the stories, and the undeniable call for change by these Black History Makers. In the spirit of supporting and learning, ReserveBar will put a spotlight on several of our Spirited Change brands to commemorate Black History Month, including a series of founder stories and Live Tastings throughout the month:

- LS Cream (2/3 @ 7PM ET)
- Brough Brothers Tasting: Making History With Kentucky Bourbon (2/10 @ 7 PM ET)
- Du Nord Spirits (2/15 @ 7:30 PM ET)
- Billionaire's Row Tasting: Making of the Black Billionaire (2/17 @ 7 PM ET)
- Ten to One: New Launch of Darkest Rum Tasting (2/22 @ TBD ET)

By partnering with brands of all sizes, we are making measurable change in support of diverse communities, and I am very proud to say that to date we have onboarded 107 Spirited Change brands and invested more than \$1M on marketing deployments and services.

I encourage everyone to take time this month to listen to, and learn more about, those who made significant contributions to Black History Month.