

## LUCA MARIANO DISTILLERY ANNOUNCES THE HIRING OF MIKE BROOKS AS ITS CHIEF MARKETING OFFICER.

Luca Mariano Distillery is excited to announce the hiring of Mike Brooks as its Chief Marketing Officer (“CMO”) as it executes its National and International brand strategy.

Danville, Kentucky October 3, 2022 - Luca Mariano Distillery is currently in 12 states and growing quickly. Mike Brooks, CMO, will use his remarkable twenty-five-year career of experience to build our distribution network, manage marketing, sales, and social media.

Mike has an extensive background in the Total Alcohol Beverage Industry. Mike previously held leadership positions in Sales and Marketing, Distributor Management and Key Account Sales. Mike has also held leadership positions in the distributor network (Monarch Beverage, J. Lewis Cooper and Breakthru Beverage). Mike previously was the Managing Director Customer Development MWR at E & J Gallo where he was responsible for leading a team of Directors, National/Regional Account Managers and Sales/Category Analysts while working cross-functionally across the organization.



"I am honored to welcome Mike to our Luca Mariano Family, with a unique connection to our history. Mike and I were friends while we attended Michigan State University in the 1990's. Twelve years later, while I was making bourbon and rye in my garage, Mike and I reconnected. We sampled distillate directly off my still. We met again in spring 2022 and developed strategic plans to build our distribution network. This is a huge win bringing Mike onboard for Luca Mariano," Francesco S. Viola, Founder & CEO. "We are absolutely thrilled to have Mike join our growing leadership team. Mike has extensive experience and success in the three-tier system. Mike's vision for innovation, creativity, work ethic and industry relationships make him an excellent addition, furthering our aggressive commitment to build on Luca Mariano Distillery's growth and strategic planning," Brian Mamo, Chief Financial Officer.

For more information, please visit Luca Mariano Distillery's website at [LucaMariano.com](http://LucaMariano.com).

If you would like more information, please contact Melissa DeVoll at [Melissa@LucaMariano.com](mailto:Melissa@LucaMariano.com) or at 859.374.6080.

Luca Mariano Distillery

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