

Brian D Rosen is a life long leader in the Adult Beverage Category. Brian is globally regarded as THE leading authority in the three-tier system, retail off premise, marketing, merchandising, ECOMM and go to market strategy for the Adult Beverage Space in any tier. He has been called the "Brand Whisperer" by Adult Beverage Trend Magazine. Brian has been featured for Forbes, American Beverage License Association, Beverage Dynamics, Wine and Spirits Daily, Beer Business Daily, Wines and Vines, Santa Rosa Democrat, Chicago Tribune, Modern Luxury Magazines, Newsweek, Wine Spectator, Market Watch, Wine Enthusiast, San Francisco Chronicle, CNN, CBS, ABC, NBC, FOX, Food Network, Cooking Channel, Esquire Television, Travel Channel, WCIU, and TNT.

Rosen had been named:

Retailer of the Year 3X

Forbes Best of the Web 2x

14 under 40 winner amongst others.

Rosen was CEO of his own 100M-retail liquor enterprise, partner at PricewaterhouseCoopers in Adult Beverage and now runs his own consulting firm. Clients include; Anheiser- Busch, Target, 7-11, Testa Wines, Alcohoot, Young's Market, Wise Guys Liquors, Mammoth Distilling, Azeo Distilling, 11 Wells Spirits, David Frost Wines, Lemon Ed Cider, 4 Pines Brewery, Caldera Distilling and more.

Rosen has keynoted; Wine Technology Symposium, Anheiser- Busch Boston Beer Roundtable, BES Retail Summit, New Jersey State Liquor Store Convention, Wise Guys Liquors Wine/ Spirit Daily Annual retreat, BevX Summit, WITS and more.

Clients have used Rosen for average cart increase, national accounts increase, distributor increase, go to market strategies, USA entry strategy, creating on motivating deal sheets, ECOMM sales, staff training and engagement, and sales training.