



POWERED

SIGN UP

Get your brands included in the premier centralized B2B global marketplace connecting diverse-owned, diverse-led and diverse-made brands to buyers, wholesalers, and supplier diversity managers across the entire beverage alcohol and hospitality industry!

Sign up today to start showcasing your brands like never before!

- Empower your brand managers 24 hours a day/365 days a year
- Update and enhance your brand page, brand story, POS, seasonal and promo campaigns in real time.
- Increase your visibility to buyers and distributors
- Grow your sales worldwide
- Real time data ensures that all wholesalers and buyers are viewing the updated brand story and assets at all times

WHOLESALE & BUYERS:

We are currently only signing up Suppliers at this time.

Please fill out the [CONTACT](#) form to be notified when we are ready to sign up Wholesalers & Buyers.



SPECIAL OFFER!

Sign up and create your brand pages TODAY!
Early adopters will benefit from additional brand visibility.

Sign up now and your annual renewal date will be extended to **September 1, 2024**.

SUPPLIER ANNUAL PRICING

Diverse-Owned & Diverse-Led Companies:

Annual plan pricing is based on **total company production volume** for all brands.

Diverse-Made Brands:

Annual plan pricing is based on production volume **for each diverse brand** you wish to enter into the marketplace.

Do You Qualify? Check our [FAQs](#).

Example for Multiple Diverse Brands:

Wine Brand A	WINE Total Gallons Produced CY 2022	< 2,380 (\$500 annual subscription fee)	X
RTD Brand B	RTD Total Gallons Produced CY 2022	23,802 - 119,000 (\$1,200 annual subscription fee)	X

Total Annual Subscription Plan fee would be \$1,700.

ADD YOUR BRAND(S) & ANNUAL VOLUME(S)

Brand Name	Select Product Type	Select Annual Volume (Gallons)	X
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ADD YOUR BRAND(S) & ANNUAL VOLUME(S)

Example Brand Name

[Add Another Brand](#)

Select Product Type

- ✓ WINE Total Gallons Produced CY 2022
- WINE Total Cases Produced CY 2022
- SPIRITS Total Gallons Produced CY 2022
- SPIRITS 9 Liter Cases Produced CY 2022
- BEER Total Barrels Produced CY 2022
- RTD Total Gallons Produced CY 2022
- RTD Total Cases Produced CY 2022
- NON-ALC Total Gallons Produced CY 2022
- NON-ALC Total Cases Produced CY 2022

Select Annual Volume (Gallons)

X

SUPPLIER PRO FEATURES

Coming Fall 2023

\$0
USD per year

- ✓ Company Profile Listing
- ✓ Brand Profile Listing(s)
- ✓ Diverse Owners Profile Listing(s) as applicable
- ✓ Diverse Leaders Profile Listing(s) as applicable
- ✓ Diverse Makers Profile Listing(s) as applicable
- ✓ Empower your brand managers 24-hours-day/365 days a year to update and enhance your brand page, brand story, POS, seasonal and promotional campaigns in real time.
- ✓ Increase your brand visibility to buyers
- ✓ Increase your distribution channels
- ✓ Grow your sales worldwide
- ✓ Discoverability of your company/brand with the help of diverse badges on product detail pages and searchable marketplace
- ✓ Ability to add multiple team members under company account to manage brand pages and assets
- ✓ Real-time data ensures that all wholesalers and buyers are viewing updated brand

ADD YOUR BRAND(S) & ANNUAL VOLUME(S)

Example Brand Name

WINE Total Gallons Produced CY 2022

Add Another Brand Sign Up

✓ Select Annual Volume (Gallons)

- < 2,380 (\$500 annual subscription fee)
- 2,382 - 5,950 (\$750 annual subscription fee)
- 5,952 - 23,800 (\$950 annual subscription fee)
- 23,802 - 119,000 (\$1,200 annual subscription fee)
- 119,002 - 47,6000 (\$1,500 annual subscription fee)
- 47,6002 - 1,190,000 (\$2,000 annual subscription fee)
- 1,190,002 - 2,380,000 (\$2,500 annual subscription fee)
- 2,380,002 - 7,140,000 (\$3,000 annual subscription fee)
- 7,140,002 - 14,280,000 (\$4,000 annual subscription fee)
- 14,280,002 - 238,000,000 (\$5,000 annual subscription fee)
- > 238,000,002 (\$10,000 annual subscription fee)

SUPPLIER BASIC FEATURES

\$0
USD per year

- ✓ Company Profile Listing
- ✓ Brand Profile Listing(s)
- ✓ Diverse Owners Profile Listing(s) as applicable
- ✓ Diverse Leaders Profile Listing(s) as applicable
- ✓ Diverse Makers Profile Listing(s) as applicable
- ✓ Empower your brand managers 24-hours-day/365 days a year to update and enhance your brand page, brand story, POS, seasonal and promotional campaigns in real time.
- ✓ Increase your brand visibility to buyers
- ✓ Increase your distribution channels
- ✓ Grow your sales worldwide
- ✓ Discoverability of your company/brand with the help of diverse badges on product detail pages and searchable marketplace
- ✓ Ability to add multiple team members under company account to manage brand pages and assets

ADD YOUR BRAND(s) & ANNUAL VOLUME(s)

Example Brand Name WINE Total Gallons Produced CY 2022 119,002 - 47,6000 (\$1,500 annual subscription fee)

SUPPLIER BASIC FEATURES

**\$1,500
USD per year**

- Company Profile Listing
- Brand Profile Listing(s)
- Diverse Owners Profile Listing(s) as applicable
- Diverse Leaders Profile Listing(s) as applicable
- Diverse Makers Profile Listing(s) as applicable
- Empower your brand managers 24-hours-day/365 days a year to update and enhance your brand page, brand story, POS, seasonal and promotional campaigns in real time.
- Increase your brand visibility to buyers
- Increase your distribution channels
- Grow your sales worldwide
- Discoverability of your company/brand with the help of diverse badges on product detail pages and searchable marketplace
- Ability to add multiple team members under company account to manage brand pages and assets

SUPPLIER PRO FEATURES

Coming Fall 2023

Complete Checkout

Please review your selections for accuracy. If you need to make adjustments, please use the back button of your browser to update your brand information.

Upon checkout completion, you will receive a confirmation email with next steps to begin creating your company and brand pages.

Price: **\$1,500.00**

Brand Name	Brand Type	Diverse Volume	Price
Example Brand Name	wine	119,002 - 47,6000 Gallons	\$1,500

Name *(Required)*

First

Last

Email *(Required)*

Phone Number *(Required)*

Company *(Required)*

Job Title *(Required)*

Administrator

Your Diverse Powered Brands account Administrator will be given admin access to the marketplace and will be responsible for creating and managing your company and brand pages.

Admin Name *(Required)*



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ACCOUNT DASHBOARD



[Profile](#) [1 Company Information](#) [2 Brand Information](#) [3 Publish](#) [Support](#) [Logout](#) Status: Published

WELCOME!

Here is a quick snapshot of how the process works:

STEP 1: COMPANY INFORMATION

- Enter your company information.
- Enter in **diverse-owners**, **diverse-leaders** (view qualification [FAQs](#))
- Enter third-party certifications, as applicable.

STEP 2: BRAND INFORMATION

- Create your Brand page(s)!
- Enter in all your brand information to tell your brand story.
- Add assets to stand out to wholesalers and buyers
- Add **diverse-makers**, if applicable,
- Add your wholesaler and international sales information.

STEP 3: REQUEST FOR APPROVAL TO PUBLISH YOUR COMPANY & BRAND PAGES

- Click on “Request for Approval”
- An authorized company representative must self-declare that all information entered is true, accurate and complete by signing the agreement.
- Agree to the Terms of Use
- If you need to review before submitting, Click on the Company Information and Brand Information tabs in your Account Dashboard.

Once you have submitted for approval, Diverse Powered Brands will review your entries within 2 business days.

Once approved, your Company & Brand pages will automatically be searchable in the marketplace.



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COMPANY PAGE INTAKE

Profile 1 Company Information 2 Brand Information 3 Publish Support Logout Status: Published

kyndalk(administrator, buyers, suppliers)

Company Information

Company Name *(Required)*

This is how you want your company name to appear in the Marketplace.

Gig Rum

Legal Business Name if different than your Company Name

If you have a DBA (Doing Business As) please enter it here:

Your organization may go to market with additional trade, business or “doing business as (DBA)” names other than your registered, legal name. Please list all the trade or business names used by your business.

Company Logo(s) *(Required)*

Drop files here or

Select files

Accepted file types: jpg, gif, png, pdf, jpeg, Max. file size: 64 MB.

logo-placeholder4.jpg  

Company Story/Description *(Required)*

Please provide a brief company description/boilerplate.

Lorem ipsum dolor sit amet, zril audire eleifend in qui. Praesent consequat vulputate sed te, labore disputationi vim et, id nam suscipit elaboraret scripserit. Justo consequat has at, justo expetendis vel ei. Eos dicam aliquam cu, te labores graecis denique vim. Eu mea everti salutatus, sed singulis pertinax an, ut autem iusto mel. Magna inciderint eam an, nec ad nisl appellantur. Est delectus invenire scriptorem ea, vix cu posse

Company Story/Description *(Required)*

Please provide a brief company description/boilerplate.

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Company Contact Name (Visible in Marketplace) *(Required)*

First

Last

Company Contact Email (Visible in Marketplace) *(Required)*

Company Contact Title (Visible in Marketplace) *(Required)*

Company Headquarters

Street Address

Address Line 2

City


ZIP / Postal Code

State / Province / Region

Country

Diverse Owner(s) of Company (if applicable)

To qualify as a Diverse-Owned company, company must be 51% or more owned and controlled by one or more diverse persons.

Profile Image	Name	Title	Personal Bio
	Sam Wilson	Owner	<div style="border: 1px solid #ccc; width: 50px; height: 50px; display: flex; align-items: center; justify-content: center; margin: 0 auto;">?</div> <div style="text-align: right;"> Edit Delete </div>

Add Diverse Owner

Diverse Leader(s) of Company (if applicable)

To qualify as a Diverse-Led company, at least 51% of C-Suite and Senior Executive positions are held by diverse person(s). Diverse Powered Brands classifies these roles as titles beginning with "Chief" and titles that include, General Manager, Board Member, Managing Director, President and/or Vice President.

Profile Image	Name	Title	Personal Bio
There are no diverse leaders.			

Add Diverse Leader

% of Company Leadership

Must be at least 51%

Diverse Third-Party Certifications

If your company is certified by the government or a third-party organization for diversity, please submit for each certification.

Certified By	Certification Number	Expiration Date



Add Diverse Owner

Name *(Required)*

First

Last

Title *(Required)*

Diversities (select all that apply) *(Required)*

- Asian/Asian American/Pacific Islander
- Black/African American
- Hispanic/LatinX/Spanish origin
- Native American/Alaskan Native/Indigenous
- Non-white/Other
- Disabled
- LGBTQIA+
- Veteran
- Woman

% of Ownership *(Required)*

Must be 51% or more owned & controlled by one or more diverse persons.

Profile Image

Drop files here or

Select files

Max. file size: 64 MB, Max. files: 1.

Cancel

Submit



Add Diverse Leader

Name *(Required)*

First

Last

Title *(Required)*

Diversities (select all that apply) *(Required)*

- Asian/Asian American/Pacific Islander
- Black/African American
- Hispanic/LatinX/Spanish origin
- Native American/Alaskan Native/Indigenous
- Non-white/Other
- Disabled
- LGBTQIA+
- Veteran
- Woman

Profile Image

no file selected

Max. file size: 64 MB.

Personal Bio

no file selected

Max. file size: 64 MB.

Cancel

Add Diverse Leader



Add Certification

Certified By *(Required)*

- ✓ WBENC
- WeCONNECT International
- MBE
- APAAC
- SBA
- VA
- NMSDC
- NGLCC
- USHCC
- NACC
- Vets First
- USBLN
- DBE
- SDVPSB
- Other

Other Certification

Cancel

Add Certification

include, General Manager, Board Member, Managing Director, President and/or Vice President.

Profile Image	Name	Title	Personal Bio
There are no diverse leaders.			

[Add Diverse Leader](#)

% of Company Leadership

Must be at least 51%

Diverse Third-Party Certifications

If your company is certified by the government or a third-party organization for diversity, please submit for each certification.

Certified By	Certification Number	Expiration Date
There are no certifications.		

[Add Certification](#)

Facebook

Twitter

Instagram

TikTok Handle

LinkedIn

[Submit](#)

[Cancel](#)

[Delete](#)



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BRAND PAGE INTAKE

Step 2: Add Brand/Product

Brand Name *(Required)*

Brand Website *(Required)*

This is the full URL to your brand. Example: <https://www.example.com/mybrand/>

Brand Story/Description *(Required)*

Please provide a brief brand story/description/boilerplate.

What is the main point of differentiation on your brand that you would want to tell a buyer? *(Required)*

300 characters or less

0 of 300 max characters

Diverse Makers of Brand

To qualify as a Diverse-Made brand, the maker of the brand must be a diverse person in a senior leadership role overseeing the day-to-day production of the brand, such as head distiller, master distiller, master blender, master taster, head winemaker, lead brewer, master brewer, and/or lead viticulturist/grower.

Profile Image	Name	Title	Personal Bio
There are no diverse makers.			

[Add Diverse Maker](#)

Regional Information

Example: Region Brand is Produced, Grapes Sourced, Appellation, Region Brand is Founded in, etc.

Additional Brand Info/Keywords

Example: Sustainable, Organic, Vegan, Estate Grown, Small Batch, Limited Production, etc.

Brand Assets *(Required)*

Drop files here or

[Select files](#)

Accepted file types: jpg, png, pdf, ppt, jpeg, Max. file size: 64 MB.

Upload any of the following: spec sheet, tasting notes, seasonal promos, etc. (Allowable types: JPG, JPEG, PNG, PDF, PPT)

U.S. Wholesalers

States covered by this wholesaler	Sub Region (as Applicable)	Wholesaler	Wholesaler Name
There are no wholesalers.			

[Add Wholesaler](#)



Add Diverse Maker

Name *(Required)*

First

Last

Title *(Required)*

Diversities (select all that apply) *(Required)*

- Asian/Asian American/Pacific Islander
- Black/African American
- Hispanic/LatinX/Spanish origin
- Native American/Alaskan Native/Indigenous
- Non-white/Other
- Disabled
- LGBTQIA+
- Veteran
- Woman

Profile Image

no file selected

Max. file size: 64 MB.

Personal Bio

no file selected

Max. file size: 64 MB.

Cancel

Submit

Regional Information

Example: Region Brand is Produced, Grapes Sourced, Appellation, Region Brand is Founded in, etc.

Additional Brand Info/Keywords

Example: Sustainable, Organic, Vegan, Estate Grown, Small Batch, Limited Production, etc.

Brand Assets *(Required)*

Drop files here or

[Select files](#)

Accepted file types: jpg, png, pdf, ppt, jpeg. Max. file size: 64 MB.

Upload any of the following: spec sheet, tasting notes, seasonal promos, etc. (Allowable types: JPG, JPEG, PNG, PDF, PPT)

U.S. Wholesalers

States covered by this wholesaler	Sub Region (as Applicable)	Wholesaler	Wholesaler Name
There are no wholesalers.			

[Add Wholesaler](#)

International Sales

Country	Company Name	Company Sales Contact Name
There are no international sales info.		

[Add International Sales Info](#)

Brand is Self-Distributed

Yes

Add Wholesaler

Wholesaler *(Required)*

States covered by this wholesaler *(Required)*

Check all that apply to your selected wholesaler

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Alabama | <input type="checkbox"/> Illinois | <input type="checkbox"/> Nevada | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> Indiana | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> American Samoa | <input type="checkbox"/> Iowa | <input type="checkbox"/> New Jersey | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Kansas | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Kentucky | <input type="checkbox"/> New York | <input type="checkbox"/> U.S. Virgin Islands |
| <input type="checkbox"/> California | <input type="checkbox"/> Louisiana | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Maine | <input type="checkbox"/> North Dakota | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Maryland | <input type="checkbox"/> Northern Mariana Islands | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> Ohio | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Michigan | <input type="checkbox"/> Oklahoma | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Minnesota | <input type="checkbox"/> Oregon | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Mississippi | <input type="checkbox"/> Pennsylvania | <input type="checkbox"/> Armed Forces Americas |
| <input type="checkbox"/> Guam | <input type="checkbox"/> Missouri | <input type="checkbox"/> Puerto Rico | <input type="checkbox"/> Armed Forces Europe |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> Montana | <input type="checkbox"/> Rhode Island | <input type="checkbox"/> Armed Forces Pacific |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> Nebraska | <input type="checkbox"/> South Carolina | |

Select All

Sub Region (as Applicable)

Example: Metro, Upstate

Cancel

Add Wholesaler

U.S. Wholesalers

States covered by this wholesaler	Sub Region (as Applicable)	Wholesaler	Wholesaler Name
There are no wholesalers.			

[Add Wholesaler](#)

International Sales

Country	Company Name	Company Sales Contact Name
There are no international sales info.		

[Add International Sales Info](#)

Brand is Self-Distributed

Yes

Brand Contact Name (Visible in Marketplace) *(Required)*

First

Last

Brand Contact Title (Visible in Marketplace) *(Required)*

Brand Contact Email (Visible in Marketplace) *(Required)*

[Add this Brand](#)

[Save and Continue Later](#)



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MARKETPLACE



Brands

Companies

Diverse Leaders

Diverse Makers

Diverse Owners

Search Brands

Search Brands

Brand Name

Wines

Spirits & RTD

Beer & Hard Seltzers

Search

Brand Name	Company Name	Certified	Diverse Leaders	Diverse Makers	Diverse Owners
Archer Roose	Archer Roose		L		
Black Girl Magic	McBride Sisters Wine Company			M	
Inspiro Tequila	Inspiro Tequila LLC	C	L	M	
J. Lohr	J. Lohr Vineyards & Wines			M	
Jack Daniel's Tennessee Whiskey	Brown-Forman Corporation			M	
La Cienega Vineyard, LLC	La Cienega Vineyard, LLC		L		
McBride Sisters Collection	McBride Sisters Wine Company			M	

Search Brands

Brand Name Wines Spirits & RTD Beer & Hard Seltzers

Brand Name	Company Name	Certified	Diverse Leaders	Diverse Makers	Diverse Owners
Archer Roose	Archer Roose		L		
Black Girl Magic	McBride Sisters Win			M	
Inspiro Tequila	Inspiro Tequila LLC	C	L	M	
J. Lohr	J. Lohr Vineyards &			M	
Jack Daniel's Tennessee Whiskey	Brown-Forman Corp			M	
La Cienega Vineyard, LLC	La Cienega Vineyar		L		
McBride Sisters Collection	McBride Sisters Win			M	

- ✓ —
- American Whiskey
- Armagnac
- Bourbon
- Canadian Whisky
- Gin
- Grappa
- Irish Whiskey
- Japanese Whisky
- Liqueurs
- Mezcal
- Non-Alcoholic
- Pisco
- Ready-to-Drink "RTD"
- Rum
- Rye Whiskey
- Scotch Whisky
- Tennessee Whiskey
- Tequila (Anejo)
- Tequila (Blanco)
- Tequila (Reposado)
- Vermouth
- Vodka
- VS
- VSOP
- XO
- Other
- Non-Alcoholic
- Low-Alcohol

Brand Information

Brand/Product

Archer Roose

Brand Story/Description

Archer Roose was a rebel of the Gilded Age who traveled the world with boundless curiosity, living by her own rules. The original oenophile, she explored far-flung regions on a quest for the best wines made from the finest ingredients. Our wines tell the stories of the places she visited, and our logo — Archer atop her moose — reminds us that adventures, like wine, should be a little whimsical.

Instead of building a winery and committing to a specific geography and varietal, they wanted to offer wines from the most-renowned regions around the world. So, they fostered personal relationships with small, adventurous winemakers who preserve terroir and approach viticulture with craftsmanship and deep respect for the environment. Through these close partnerships, we're able to produce unique, natural wines within 20 miles of their harvest location and bring them to you.

We continue the tradition of our namesake's intrepid spirit: scouring the globe for sustainable, luxury libations. Journey with us by experiencing our collection of consciously crafted, worldly wines.

Brand Website

archerroose.com/

Region

Provence, France, Casablanca, Chile, Mendoza, Argentina, Veneto, Italy, Friuli, Italy

Wines

• Malbec • Pinot Grigio/Pinot Gris • Rosé • Sauvignon Blanc • Sparkling

Additional Brand Info/Keywords

Low sugar, gluten-free, vegan-friendly, sustainably grown grapes

Brand Assets

[Archer-Roose-PRODUCT-KEGS-SELL-SHEET-updated-2-27-23.pdf](#)
[Archer-Roose-Product-CANS-Sell-Sheet_Nov-2022.pdf](#)

Company Information

Company Information


Company Name

Archer Roose




Diverse Owned



Diverse Owners

Profile Image	Name	Title	Personal Bio
	Marian Leitner-Waldman	Co-Founder and CEO	

Diverse Leaders

Profile Image	Name	Title	Personal Bio
	Donna McGraw	Chief Sales Officer	Read Bio
	Sara Gable	Chief Marketing Officer	Read Bio
			



Jan Kotowski-Chang

Chief Operating
Officer



Marian Leitner-Waldman

Co-Founder and CEO

DBA

Archer Roose

Logos



Company Website

<https://archerroose.com/>

Facebook URL

[archerroose](#)

LinkedIn URL

[mycompany](#)

Search Diverse Leaders




Leader Name

Diversities

- Asian/Asian American/Pacific Islander
- Black/African American
- Hispanic/LatinX/Spanish origin
- Native American/Alaskan Native/Indigenous
- Non-white/Other
- Disabled
- LGBTQIA+
- Veteran
- Woman

[Search](#)

Show All entries

Profile Image	Name	Title	Company
	Ana Maria Romero Mena	Master Distiller	Inspiro Tequila LLC
	Andrew Long	Vice President of Sales	Spirited Distilling
			

Search Diverse Makers

Maker Name




Diversities

- Asian/Asian American/Pacific Islander
- Black/African American
- Native American/Alaskan
- Non-white/Other
- Native/Indigenous
- Veteran
- Hispanic/LatinX/Spanish origin
- Disabled
- LGBTQIA+
- Woman

Search

Clear

Show All entries

Profile Image	Name	Title	Brand Name
	Ana Maria Romero Mena	Master Distiller	Inspiro Tequila
	Andrew Arrellano	Distiller	Spirited Whiskey
	Zidanelia Arcidacono	Pinot Noir Winemaker	Sonoma-Cutrer

Search Diverse Owners

Owner Name




Diversities

- Asian/Asian American/Pacific Islander
- Native American/Alaskan
- Native/Indigenous
- LGBTQIA+
- Black/African American
- Non-white/Other
- Veteran
- Hispanic/LatinX/Spanish origin
- Disabled
- Woman

Search

Clear

Show All entries

Profile Image	Name	Title	Company
	Andréa McBride John	Sister/Founder/CEO	McBride Sisters Wine Company
	Fawn Weaver	CEO	Uncle Nearest Premium Whiskey
			



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**MORE FEATURES COMING
SOON**