



FOR IMMEDIATE RELEASE

Diverse Powered Brands and IMI Announce Strategic Alliance to Connect Beverage Alcohol Buyers to Diverse Suppliers

Collaboration provides an innovative solution for operators in the RFP beverage selection process to easily discover and verify brands that are diverse owned, led, and made.

New York, NY, September 16, 2024 – **Diverse Powered Brands™** (www.diversepoweredbrands.com), the premier centralized B2B global digital platform for diverse suppliers in beverage alcohol and **Incentive Marketing, Inc. (IMI)** (www.imiagency.com) the leading beverage marketing agency for chain hospitality, e-commerce and retail clients announce a strategic alliance aimed at providing a solution for operators seeking to source from diverse owned, led, and made brands during the Request for Proposal (RFP) process using **IMIManage RFP PRO™**.

National on/off-premise and e-commerce operators now have access to an on-line RFP tool (i.e. a request for information) to help in the vetting and selection of beverage mandates for their national and/or regional corporate beverage programs. IMIManage RFP PRO™ is the go-to tool for managing this process. Already in use by dozens of operators and containing brand data from hundreds of beverage suppliers with IMI Clients, RFP PRO is now available to all chain operators, regardless of Agency affiliations.

Diverse Powered Brands (DPB) is the industry's trusted resource for verifying diversity status for established, large-size, national, and international brands, in addition to regional, local, and emerging brands. Using IMIManage RFP PRO™ platform provides easy accessibility to DPB's industry-leading brand and certification data, where available.

Operators receive complimentary access to DPB and the platform's robust search tools which include searching multiple diversity attributes, including intersectionality, and is the only centralized digital platform that has standardized data fields and templates designed in collaboration with on- and off-premise national buyers and international supplier diversity procurement F&B leaders.

Company and brand profiles include comprehensive visual brand stories with videos, photos, owner, leader and maker bios, states of distribution including wholesaler information, third-party certifications, and self-declaration forms, saving valuable time in sourcing.

An in-person Pitch Day at **Target** (www.target.com) in Minneapolis validated that DPB contains the necessary data and visuals for buyers to make informed decisions and save countless hours reviewing brands. All five of the national wine buyers relied solely on the DPB platform to discover, research, and select diverse suppliers. Out of the thirteen brands invited to pitch, Target selected seven diverse suppliers for their Spring 2024 set.

"Target is fortunate to have a very diverse guest base that values newness and innovation. A digital catalog, like Diverse Powered Brands™, is an incredible tool for our buying teams to use to find products that our guests are looking for," said **Jenn Holterman, Director, Wine, Adult Beverages at Target**. "Target is working on ways to champion diverse vendors and become a leading retailer for diverse and female led brands – this is such an incredible tool and partnership to help us do that!"

"Many major corporations have strong supplier diversity programs, but until now, exploring and verifying qualified diverse suppliers in the beverage alcohol industry has been extremely challenging," states **Deborah Brenner, Founder &**

CEO at Diverse Powered Brands. “This alliance is expected to enhance operational efficiencies for beverage alcohol operators while fulfilling their diversity objectives and creating a successful path to market for diverse suppliers.”

Larry McGinn, Partner, and President at IMI Agency highlighted the importance of the alliance noting, “We are excited to announce our new strategic alliance with a trusted resource in our industry to provide an innovative solution for all industry operators. This alliance represents a significant step forward in our commitment to offering top-notch services and products to meet the evolving needs of hospitality, e-commerce, and retail clients. Together, we are dedicated to driving innovation and excellence in everything we do, and we look forward to the opportunities that lie ahead with Diverse Powered Brands.”

To learn more about the alliance contact info@diversepoweredbrands.com or visit www.diversepoweredbrands.com.

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About Diverse Powered Brands:

Diverse Powered Brands™ is the premier centralized B2B global digital platform connecting diverse suppliers, buyers, supplier diversity managers, wholesalers, importers and investors across the entire beverage alcohol and hospitality industry. As the industry’s trusted resource, Diverse Powered Brands provides a seamless, easy, and informative way to discover diverse suppliers across all beverage alcohol and non-alcohol categories, all on one platform. Beyond being an innovative marketing and discovery tool, Diverse Powered Brands operates as a startup incubator functioning as a springboard for early-stage businesses and startups by providing valuable educational resources, virtual master classes led by industry experts, and virtual or in-person pitch days with buyers, wholesalers and investors. To learn more and sign up visit www.diversepoweredbrands.com.

About IMI Agency:

IMI Agency (Incentive Marketing, Inc.) is the largest fiduciary beverage marketing agency in the hospitality, e-commerce, and retail channels. We specialize in **Building Better Beverage Business™** for our clients through cutting-edge marketing programs and promotions, interactive food & beverage merchandising and operations tools, staff training, and recognition/reward programs. IMI programs create brand value and opportunities with consumers while driving food and beverage sales and profits for our clients. For over 30 years, we have maintained a singular focus: to manage in the best interests of our clients. We exist as an extension, a partner—there to simplify the complex, to be transparent, and to offer a unique perspective that goes beyond the bottom line. Visit IMI Agency at www.imiagency.com.

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