



FOR IMMEDIATE RELEASE

Strategic Alliance Drives Money into the Hands of Women-Owned Businesses In Beverage Alcohol, Worldwide

The collaboration between Diverse Powered Brands and WEConnect International connects a global network with women-owned businesses to qualified buyers around the world.

New York, NY, October 8, 2024 – Diverse Powered Brands™ (www.diversepoweredbrands.com) and **WEConnect International** (www.weconnectinternational.org) announced today a strategic alliance to help drive money into the hands of women business owners in the beverage alcohol industry by enabling them to compete in the global marketplace. This strategic alliance expands the connections between women-owned businesses and qualified buyers, supplier diversity procurement teams, wholesalers, importers and investors around the world.

Diverse Powered Brands is the premier centralized B2B global digital platform connecting diverse suppliers, buyers, supplier diversity managers, wholesalers, and investors across the entire beverage alcohol and hospitality industry. Beyond being an innovative marketing and discovery tool, Diverse Powered Brands operates as a startup incubator functioning as a springboard for early-stage businesses by providing valuable educational resources, virtual master classes led by industry experts, and virtual or in-person pitch days with buyers, wholesalers and investors.

Diverse Powered Brands works closely with beverage alcohol buyers, supplier diversity procurement teams and multinational corporations that have supplier diversity programs and annual ESG goals to ensure that diverse-owned brands in beverage alcohol are receiving equitable share. Diverse Powered Brands invites all buyers from independent retailers and on-premise operators to sign up for complimentary access to explore and discover diverse suppliers from around the world. For suppliers, wholesalers, importers and investors, access can be obtained by purchasing an annual subscription. While Diverse Powered Brands brings visibility to brands in beverage alcohol, it is not a certifying body.

WEConnect International is the global non-profit that connects women-owned businesses to qualified buyers around the world. WEConnect International identifies, educates, registers, and certifies women's business enterprises that are at least 51% owned, managed, and controlled by one or more women, and then connects them with member buyers. The WEConnect International WECommunity supports and promotes women-owned businesses based in over 135 countries, including local support and certification in over 60 countries across the Americas, Asia, Europe, the Middle East and Africa

Diverse Powered Brands and WEConnect International's strategic alliance aims to educate and assist in getting women-owned business in the beverage alcohol industry certified globally, while also providing valuable resources, events, live sessions and pitch days to gain visibility to buyers around the world.

WEConnect International's community of more than 200 member buyers represent over \$4 trillion in annual purchasing power and are seeking to do more business with women-owned suppliers across all major industry sectors. In 2023, member buyers spent \$8 billion USD with women-owned businesses based outside of the U.S.

By empowering women-owned brands, Diverse Powered Brands and WEConnect International are driving economic growth and inspiring future generations of women entrepreneurs in the historically male dominated beverage alcohol industry. The organizations aim to enhance procurement opportunities for women-owned businesses through co-ventured activities including:

- Increasing education of Supplier Diversity and Inclusion.
- Advocacy to raise the corporate and government spend on women-owned and diverse suppliers internationally.
- Increasing the number of women-owned businesses in the beverage alcohol industry who are certified.
- Collaborating on information sharing, cross-marketing, and event opportunities to incubate women-owned brands.
- Enhancing procurement opportunities for women-owned businesses through co-ventured activities.
- Connecting certified women-owned brands to international buyers, supplier diversity procurement teams, investors, and wholesalers through the DPB B2B platform and WEConnect International membership.

This strategic alliance marks a significant step forward in creating a more inclusive and equitable beverage alcohol industry. To learn more about the opportunities provided by each organization, visit diversepoweredbrands.com and weconnectinternational.org.

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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, 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 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 WEConnect International:

WEConnect International is a global non-profit that connects women-owned businesses to qualified buyers around the world. It helps drive money into the hands of women business owners by enabling them to compete in the global marketplace. WEConnect International connects member buyers to women-owned sellers globally, enhances their capabilities to transact business and instills confidence that sellers meet buyers' standards for women-owned businesses. Learn more at www.weconnectinternational.org.

MEDIA CONTACT:

Kyndal Korsgaden
kyndal@diversepoweredbrands.com
805-779-0301