

*Join us for the*

## Grand Tasting Awards

The following industry experts will sample and vote for their favorite product in their respective categories. Participating items will be judged based on ground-breaking marketing visions, flavors and innovation.

### The Judges



#### Beer Judge

**John Deichler**

Category Manager / Alcoholic Beverages at Murphy USA, Inc.

#### About John:

As a category manager, in-person visits and tastings, are extremely important to John's supplier relationships and purchasing decisions. John is responsible for pricing, marketing and assortment strategies for all aspects of the +\$50MM alcohol category nationwide (approx. 400 locations). John is a Cicerone Certified Beer Server and enthusiastic student of beer styles, history and brewing technique which makes him perfect

#### About Murphy USA

Murphy USA operates over 1,300 retail fueling stations in 23 US states. Over 1,090 locations are located within close proximity of Walmart locations, while over 220 locations are stand alone, also known as Murphy Express stores. Murphy USA locations vary from small kiosk locations to larger walk-in formats. Larger locations offer various products including; fresh coffee, fountain, frozen, fresh food, and beer.



#### Wine Judge

**Adam Salzwedel**

Own Brand Lead - Grocery DSD at Meijer, Inc.

#### About Adam:

Adam is the Own Brand Lead and reviews private label wine and spirits for Meijer.

#### About Meijer, Inc.:

Meijer has 222 stores in Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin family-owned for 80 years, Meijer is as much about family as it is about business.



#### Spirits Judge

**Matt Colglazier**

VP Marketing & Merchandising at Big Red Liquors

#### About Matt:

Matt has been in the spirits business for several years, and was once the co-founder of a distilling company. He is a TCU graduate and based out of Bloomington, IN.

#### About Big Red Liquors

55 locations, all the state of Indiana. Welcome to Big Red Liquors! For over 38 years, Big Red Liquors has been the leading merchant in South Central Indiana supplying domestic, micro and import beers, wines from all over the United States, and imports from around the world. Big Red has the most extensive selection of beer, wine, spirits, accessories, and cigars available.

## Categories

#### Marketing Vision:

The judges will award the brands that have found innovative ways to reach the consumer with memorable retail marketing strategies.

#### Best Packaging:

From top to bottom, the judges will evaluate your lovely labels and gorgeous glasswork, and our two favorites will be awarded Gold or Silver.

#### Grand Tasting Winner:

The judges will award gold and silver medals to two products that take a classic category and turn it on its head with a winning flavor that consumers will love.