curious™
ELIXIRS

NYC MARKET MANAGER
Job Description

Curious Elixirs is the leading pioneer of booze-free craft cocktails and wines infused with adaptogens.

We're also the official non-alc partner of the James Beard Foundation and have been named "Best Nonalcoholic Drinks" by the NY Times six years in a row. Curious is served in Michelin-starred restaurants, performance venues, upscale hotels, and more.

Patrons are drinking less and less alcohol, and Curious is stepping in to provide well-crafted, complex, high quality nonalcoholic drinks that are great for guests and help bars and restaurants improve their bottom line.

Curious is on the hunt for another person in NYC to join our wholesale team. This is an in-person, hit-the-streets-type role to get Curious onto the menu at high-end restaurants/bars, hotels, venues, and grocery stores in Manhattan and Brooklyn. You must be in the NYC area and able to assist at our sober speakeasy in Williamsburg on occasion.

We are looking for someone with restaurant sales experience and gentle, relentless persistence and charm. You should know what A.B.C. means (or be willing to ask your friend Glen Garry). Contacts in the industry are a plus, and passion for the sober-curious movement is a **must**!

Responsibilities:

- Research key contacts for beverage directors, bartenders, chefs, sommeliers, and managers in the NYC hospitality industry.
- Perform primary and secondary outreach to key targets, set up tasting meetings with decision makers.
- Demonstrate how Curious drives more revenue for businesses while improving guest experience, and cutting down on bar prep.
- Drive first trial on restaurant drink menus and facilitate repeat purchases.
- Develop and execute new sales initiatives and strategies to increase repeat revenue.
- Educate restaurant staff on best practices.
- Coordinate and communicate customer needs with our wholesale team.
- Utilize our CRM to input updates and account progression notes.
- Participate in weekly sales meetings.

Requirements:

- 3+ years in B2B sales to hospitality professionals. Beverage sales experience is a MUST.
- Must be an energetic people-person who is motivated to network and close deals.

- Desire to work with a mission-driven company at the forefront of the sober-curious movement.
- Passionate about non-alcoholic beverages and cultivating a healthy lifestyle.
- Must be willing to work / travel into NYC. Preferred if you live in Manhattan/Brooklyn.
- Incredible organizational and time-management abilities, including territory planning, follow-up, and accurate record-keeping.
- Established relationships in the NYC restaurant industry are a plus.
- Exceptional verbal and written communication skills.
- Ability to work independently and within a team.
- Embrace the startup mentality and can pivot easily and quickly as required.

Compensation:

Job Type: Full time

Salary: Base salary dependent on experience $80K-120K including bonus

Benefits: Flexible schedule, stipend for eating out at potential accounts

Work Location: New York City

If this is you or someone you know, drop us a note and a copy of your resume to david.brooks@goodbusiness.works with the subject line Curious Elixirs/NYC Sales

Please answer the following questions when you reach out:

- What is your favorite restaurant in NYC?
- Why do you think sober curiosity is growing?
- Why do you want to work for Curious Elixirs?