

Georgia-based Spirits Distillery, Infamous Whiskey, Announces the Addition of Four Members to the Executive Team

Infamous Whiskey rounds out its executive team's experience to position the company for growth

GREENSBORO, GA, USA, August 8, 2023

[/EINPresswire.com/](https://EINPresswire.com/) -- Lorenze

Tremonti, CEO of [Infamous Whiskey](#), a Georgia-based startup craft distillery of high-quality whiskey and whiskey cocktails, announced the addition of four members to the company's executive team.



Infamous Whiskey Logo

Bob Quay, Vice President of Sales and Distribution, brings a wealth of experience in retail distribution and is poised to drive Infamous Whiskey's internal sales goals and overall growth.

His is in-depth understanding of logistics distribution and supply chain expectations and expertise in establishing new brands in the US market and in niche market product placement.

“

With this talented team of experts and their diverse skills, Infamous Whiskey is well-positioned to ... solidify its status as a trailblazer in the spirits market.”

*Lorenze Tremonti, CEO of
Infamous Whiskey*

Chris Roberts, Vice President of Media and Advertising, brings his more than 15 years of experience in marketing food and beverage brands to lead Infamous Whiskey's advertising. Roberts excels in multichannel strategies, owned, earned, and paid media and has previously managed multi-million dollar marketing budgets for

multiple recognizable brands including for a Fortune 500 company.

Glen Elliott, Vice President of Science and Technology, has a background that will aid Infamous Whiskey's best practices to maximize production efficiency, including future property expansion, product forecasting and the ongoing evaluation of machinery, software, and production line process improvements. Elliott holds a Masters of Science in Engineering from Missouri

University of Science and Technology and a certificate in Engineering Leadership from Massachusetts Institute of Technology (MIT).

Shaun Roberts, VP of Branding and Analytics, has 13 years of experience in visual identity graphic and website design, and holds degrees in Art from Valencia College. Roberts will also aid in the strategic gathering and analyzing of consumer data to refine business-to-consumer marketing strategies and successfully build profitable brands. Roberts has been the lead in developing the brand identities for major spirits-specific events such as the [Orlando Whiskey Festival](#) and for various micro-distilleries and breweries.



Act 1 Clear Whiskey, Infamous Bourbon Whiskey, Lemon Chill Liqueur

These four leaders will join Chairman and CFO Peter M. Allen and President Mark Matuszek to round out the team's expertise.

"We are thrilled to announce Bob, Chris, Glen, and Shaun as part of the Infamous Whiskey family," said Tremonti. "With this talented team of experts and their diverse skills, Infamous Whiskey is well-positioned to expand its reach, engage with target consumers effectively, and solidify its status as a trailblazer in the spirits market."

About Infamous Whiskey:

Steeped in the roots of Georgia shine, and refined by the tradition of Kentucky distilling, Infamous Whiskey sought to break from convention and redefine the boundaries of taste. With his unique 4 grain recipe, Lorenze Tremonti, Master Distiller and CEO, went against the grain of modern distilling in order to craft a brand that would leave an indefinite mark on the whiskey industry. Embracing extraordinary, Infamous Whiskey raises a glass, inviting you to Live Infamously.

For more information, please visit www.infamouswhiskey.com or contact:

Media Contact:

Chris Roberts, VP Media & Advertising

Phone: 706-817-5559

Email: info@infamouswhiskey.com

Note: This press release is for informational purposes only.

#whiskey #bourbon #bourbonwhiskey #distillery #georgiawhiskey #georgiadistillery
#infamouswhiskey #liveinfamously

Chris Roberts

Infamous Whiskey Inc.

+1 706-817-5559

[email us here](#)

Visit us on social media:

[Facebook](#)

[Instagram](#)

[YouTube](#)

[Twitter](#)

[TikTok](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/648553794>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.