

WSWA Access LIVE is **February 2nd-6th** and it's the perfect time to position your products for distributor attention. To help you build momentum, we've created **the ultimate Access LIVE Roadmap** to get you ready now, stay ready, and keep progressing beyond.



Follow this **guide** to refine your story, enhance your presentation, and move your brand forward with purpose.

Supplier Cloud (TSC) takes your prep from ready to remarkable. Make your brand and products clear, credible, and impossible to overlook. **Sign up today** and see **how TSC delivers**.

Roadmap to Access LIVE

October

Get Started: Sign up for Supplier Cloud and upload your products. **Sign up** by 1/1 to secure your spot in the WSWA Access LIVE collection, which will be featured to distributors exploring products ahead of the show.

Nov-Dec

Build & Refine: Craft your brand story, finalize assets, and highlight your wins.

January

Organize & Prepare: Streamline your portfolio, align messaging, and rehearse your pitch.

February

Show Up + Shine: Present confidently, connect seamlessly, and follow up with ease.

Ready to get started? Visit app.suppliercloud.ai/register to join the WSWA Access LIVE collection today. Learn more about the Supplier Cloud **HERE**.

Here's your **guide to what to prepare**—and **how Supplier Cloud (TSC) can transform** it into materials that inform, inspire, and sell.

Sharpen Your Brand + Product Message

What to prepare:

Create a compelling story that connects your brand and product in a way distributors care about. **Quickly highlight the problem you solve**, why your brand is different, and how your product delivers on that promise. **Give them a reason to believe and a reason to buy.**

How TSC delivers:

Supplier Cloud generates concise, **distributor-ready content** for both brand and product. It pulls forward the essential points—your differentiation, product relevance, and market fit—while stripping out unnecessary detail. The result is impactful messaging that shows who you are as a brand and why your product matters now.

Demonstrate Readiness with Confidence

What to prepare:

Show that your **operations are organized** and ready for market. Demonstrate where you're already in distribution, confirm that you're compliant and licensed, and show that you're ready to ship. Distributors want confidence that you can move quickly once interest is there.

How TSC delivers:

Supplier Cloud makes it simple to organize and display **key operational details** so you can demonstrate readiness with ease. It displays where your products are sold, which distributors you're partnered with, and what's ready to expand. It also tracks compliance status and sends renewal reminders before licenses expire, ensuring your information is always current and reliable.

Transform How You Showcase Your Portfolio

What to prepare:

Make it easy for distributors to **explore your products** in one organized place. Store product specs, brand info, and supporting details so it's simple to access, search, and share—whether online or offline.

How TSC delivers:

Supplier Cloud provides polished, **organized brand and product pages** that are both searchable and shareable. It allows you to publish them online or print them as takeaways for meetings and events. Either way, distributors get one central, easy-to-navigate location for everything they need to evaluate and onboard your products.

Bonus: With built-in contact details, TSC keeps connections organized—no more lost cards or missing info after the show.

Enhance Your Product Assets

What to prepare:

Gather the assets that **bring your brand and products to life**—sell sheets, catalogs, collateral, and proof points like awards, reviews, and press mentions. These materials give distributors the details they need to evaluate your product and the credibility they look for when deciding what to carry.

How TSC delivers:

Supplier Cloud generates **professional sell sheets and catalogs** in seconds, complete with clear product details and brand context. It also creates supporting collateral and automatically surfaces reviews, mentions, and the most recent awards tied to your products. The result is **impactful materials** that are accurate, polished, and always ready for distributor eyes.

Prove You're a Partner in Growth

What to prepare:

Distributors want to know you'll help **drive sales** after the deal. Show how you'll support them, whether through tastings, brand ambassadors, staff training, or marketing materials that make it easier to move your products.

How TSC delivers:

Supplier Cloud generates **B2B selling content** designed to help distributor sales reps present your products with confidence. It also provides insights into your target customer types, helping distributors identify the right placements and accounts for your brand. The result is content that builds belief and **drives sell-through**, not just sell-in.

Only \$1 per SKU per month.

Make your brand and products clear, credible, and impossible to overlook. TSC takes your prep from ready to remarkable. **Sign up today** and see how **TSC delivers**.

Ready to get started? Visit app.suppliercloud.ai/register to join the WSWA Access LIVE collection today. Learn more about the Supplier Cloud [HERE](#).



CREATE A BRAND PAGE

that speaks for you



Your TSC brand page is your industry calling card - perfect for sharing with distributors and prospective partners.

Make it stand out with polished content, clear messaging, and AI-powered enhancements.

State Your Goals

Let distributors know exactly what you're looking for:

"Seeking expanded FL coverage for our flagship bourbon."

Lead with Credibility

Feature your awards, ratings, and accolades up front.

Make It Easy to Connect

Include your WSWA booth number so distributors can find you fast.

Tell Both Sides of the Story

Share your B2B highlights with consumer storytelling.

Show Your Footprint

Display where you're already distributed and where opportunities lie.

Copper Hollow Spirits

WHAT WE ARE LOOKING FOR

We are hoping to expand our distribution eastwards - into Nevada and Colorado in 2026. The right Oregon partner could make that market a reality too.

Where To Find Us

At	Booth 21654
Online	f i t i
Through Distribution	Show All
AZ	LIBERATION DISTRIBUTION, LLC
CA	LIBERATION DISTRIBUTION, LLC
IL	LIBERATION DISTRIBUTION, LLC

B2B Reasons To Buy

For industry and trade partners

In a marketplace where craft often means slow-moving, Copper Hollow Spirits has broken the mold. We blend premium quality with the kind of sales velocity distributors love, offering spirits that turn fast while maintaining a higher-margin price point.

Our award-winning lineup is wrapped in bold, eye-catching packaging designed to stand out on crowded shelves and back bars, capturing the attention of Millennials. These consumers aren't just buying a drink—they're buying into a lifestyle. They want authenticity, exceptional flavor, and bold packaging.

At Copper Hollow Spirits, sustainability is more than a talking point—it's our operating principle. From recycled glass bottles and biodegradable packaging to locally sourced ingredients, every step is designed to minimize impact while maximizing appeal. This conscious approach resonates deeply with younger buyers who choose brands that align with their values.

For distributors and on-premise partners, the benefits are clear:

- Fast turns with premium margins
- Retail-ready packaging that drives trial and repeat sales
- A brand story that works as hard on the sales floor as it does in social media feeds

Copper Hollow Spirits doesn't ask you to choose between artisan craft and commercial success—we deliver both, in every bottle.

Our Story

For customers and general audiences

COPPER HOLLOW SPIRITS

Crafted in Austin, Texas

Our Philosophy

At Copper Hollow, we believe real craft is made with purpose, not pretense. That's why every drop we distill comes from:

- Texas-grown grain
- Limestone-filtered water
- Time-honored methods

No gimmicks. No shortcuts. Just quality spirits that overdeliver every time you pour.

Rooted in Independence

We are proudly independent. Every bottle is distilled in small batches, aged under the Texas climate, and bottled in the heart of Austin.

From custom-built copper stills to locally sourced barrels, we do everything with one goal: to bring out the best in the spirit - bold, balanced, and distinctly Texan.



CREATE A BRAND PAGE

that speaks for you



COPPER HOLLOW SPIRITS

Crafted in Austin, Texas

Our Philosophy

At Copper Hollow, we believe real craft is made with purpose, not pretense. That's why every drop we distill comes from:

- Texas-grown grain
- Limestone-filtered water
- Time-honored methods

No gimmicks. No shortcuts. Just quality spirits that overdeliver every time you pour.

Rooted in Independence

We are proudly independent. Every bottle is distilled in small batches, aged under the Texas climate, and bottled in the heart of Austin.

From custom-built copper stills to locally sourced barrels, we do everything with one goal: to bring out the best in the spirit - bold, balanced, and distinctly Texan.

Texas-made. Independent. Built with backbone.

js@copperhollowspirits.com

800.555.1212

Make Contact Effortless

Add a direct email or form so interested distributors can reach you right away.



app.suppliercloud.ai/showcase/copperhollowspirits

Collateral

copper_hollow_sell_sheet.pdf

Copper Hollow poster.png

Generate Instant Collateral

One click creates print-ready sell sheets, reports, and leave-behinds.

Centralize Your Greatness

Bring all your brand assets - photos, videos, story, specs - together in one shareable link.

Mentions

American Distilling Institute Judging of Craft Spirits – Gold Medal Review “A standout in the cask strength category, Copper Hollow delivers a depth of flavor that's both commanding and elegant. The first aromas suggest honeyed grain and spiced orange peel, followed by waves of toffee and cinnamon. The mouthfeel is velvety, carrying layers of sweet corn, nutmeg, and charred oak through to a long, resonant finish. Judges praised the distillery's ability to create a high-proof bourbon that maintains finesse without sacrificing intensity—an exceptional achievement deserving of its gold medal status.”



ADI 2025 International Spirits Competition - American Distilling Institute

Connecting the best spirits in the world with the best retailers, importers, and distributors! Since 2007, ADI has upheld the highest standards in the industry and was the first competition [...]

American Distilling Institute

San Francisco World Spirits Competition – Gold Medal Review “Copper Hollow Cask Strength Bourbon impressed our panel with its exceptional balance and complexity at high proof. The nose bursts with warm caramel, toasted oak, and a hint of dark chocolate, inviting the first sip. On the palate, it's rich and full-bodied—layered with vanilla bean, baking spice, and a subtle char that lingers. Despite its robust 58.3% ABV, the finish is remarkably smooth, delivering a warming embrace rather than an overpowering burn. This is a bold yet refined bourbon that showcases masterful distillation and barrel selection.”



2025 SAN FRANCISCO WORLD SPIRITS COMPETITION

Competition Dates: April 11-13, 2025 Competition Results: NOW LIVE!

The Tasting Alliance

USPTO record confirming Copper Hollow trademark for wines & spirits

COPPER HOLLOW

COPPER HOLLOW Trademark of Waterfront Group PLC, LLC. Serial Number: 97262220 :: Trademark Elite Trademarks

TrademarkElite is the U.S. #1 Trademark Search and Registration Service :: COPPER HOLLOW is a trademark and brand of Waterfront Group PLC, LLC, Cornelius, NC. This trademark application was filed with the USPTO (United States Patent and Trademark Office) under the trademark classification: Wines and Spirits Products; The COPPER

TrademarkElite