To Whom It May Concern:

Please accept this as my application for Territory Manager – Ottawa at Muskoka Brewery.

The oligopolistic corporation known as The Beer Store represents a travesty for small craft brewers as they are forced to fight the *Big Three* for prominent placement and marketing in their retail stores. Fortunately, Ottawa has a thriving and still growing craft beer and local independent food scene. From seasonal farmers markets and local breweries like Beau’s, Kitchissippi and Broadhead, to the proliferation of restaurants that deal specifically in locally based food, Ottawa is a ripe market for the expansion of a high quality small brewery like Muskoka.

Ottawa celebrates craft beer by hosting two important events I have attended annually. Beau’s Oktoberfest in the fall is a large-scale event that combines Beau’s beer, local restaurants serving unique dishes and traditional Oktoberfest entertainment and games. The Fest d’Biere in Gatineau showcases a weekend of small craft Quebecois breweries during the summer and winter. It’s a chance for the public to be exposed to beers usually only found in the Francophone province as well as experience musical performances and local food.

As an individual plugged into the Ottawa scene, I’ve dined at the city’s newest hotspots including Union 613 (which also has a ‘secret’ speakeasy in the basement), The Albion Rooms and Pour Boy. Established favourite restaurants include Whalesbone Oyster House, Murray Street and Wellington Gastropub—all featuring small craft beers. My appreciation for finely crafted alcohol also extends beyond the National Capital. I recently returned from a trip to Scotland where I participated in a whiskey tasting at Deanston Distillery, originally a cotton mill in the late 19th Century.

Muskoka Brewery is well positioned for growth in Ottawa. Aside from producing a fine selection of beer, Muskoka also appeals to both ends of the age spectrum: from young people, including hipsters, who like supporting independent breweries, to an older crowd who feel a sense of nostalgia and are familiar with the area’s rich history. My personal attachment to Muskoka began at a very early age. My family’s cottage on Three Mile Lake has seen over 20 years of summers and Thanksgiving weekends. It is my second home and I have become very familiar with the culture and lifestyle in Bracebridge and Huntsville.

Now that I’ve convinced you I understand your beer, brand image and Ottawa’s market, my previous position as Project Manager at Ascribe Marketing Inc., makes me an ideal candidate for this role. Responsible for managing the production flow of the entire company, I tracked project details, liaised with clients and supported the team. I was instrumental in finding new business opportunities for the company and maintaining large-scale contracts with government clients because of my excellent customer service skills and phone and email communication. Leading a team, I developed and implemented social media campaigns on multiple platforms, increasing brand awareness, site visitors and stakeholder interactions.

Adding to this experience is my Carleton University journalism degree, which helped me develop a strong attention to detail as well as excellent people skills. It also gave me the ability to properly read people and talk to complete strangers, asking them insightful questions while listening to their needs. These skills would prove extremely valuable in building and leveraging customer relationships to expand Muskoka Brewery’s dominance in the Ottawa market.

Many thanks for your time and consideration,

Kimberly Lochhead

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