



Reports to: Apache Investments  
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## Director of Distillery & Tasting Room Apache Corners

Are you a proven, experienced leader who can motivate and manage personnel with the highest levels of professionalism and integrity? Are you interested in working with spirits in a hospitality environment with a strong connection and service to the local area? If so, this could be the opportunity for you.

**Who we are:** Heritage Distilling Holding Company, Inc. (Nasdaq: IPST) is one of America's most awarded independent craft distilleries.

Heritage's line of spirits include Special Operations Salute Whiskey, 1st Special Forces Group Whiskey, Cocoa Bomb Chocolate Whiskey, the Elk Rider® series, the HDC series featuring a full series of naturally flavored vodkas, the BATCH NO. 12® line of spirits, and more.

Heritage currently operates five Tasting Rooms in Washington and Oregon. HDC's first Tasting Room is located in Gig Harbor, WA, and features spirits tastings, cocktails and retail sales.

**Our Vision:** Heritage Distilling Co.'s vision is "Trusted. Local. Spirits.," focusing on building community through award-winning spirits, unique experiences, and innovative programs, with a recent pivot towards digital integration like cryptocurrency to connect with customers in a decentralized future, as highlighted by their strategic asset-light transition and crypto initiatives. .

**Our Mission:** Heritage Distilling Co.'s (HDC) mission is to celebrate community heritage through award-winning spirits, creating unique experiences where customers become family, while also honoring veterans through initiatives like the Salute™ Series and fostering tribal partnerships to support communities, aiming to provide trusted, local, and innovative spirits. They focus on telling stories through spirits, using local ingredients, and supporting military families, embodying their motto, "Every Spirit has a Story™".

### Who we want on our team:

We seek a professional, dynamic, and highly effective Director for the new Tasting Room and Distillery Complex at the Mazatzal Hotel & Casino in Payson, Arizona. This individual will take responsibility for P&L, sales, inventory and compliance within both the Retail Tasting Room and the Spirits Production Building, with a focus on continued improvement and growth of the enterprise. They will interact directly with customers and lead their team to create an outstanding and memorable customer experience. This individual will possess strong communication, leadership, and organizational skills, as well as a passion to exceed every guest's expectation.

### **Duties and responsibilities:**

- Manage all core aspects of the Tasting Room, Spirits Production, Cask Club Program and On-Site Special Events. This includes direct partnership with local community organizations.
- Assume accountability of location specific profits and losses including expenses, managing accurate inventory and quarterly reconciliation.
- Interview, train and develop all reporting staff with the desired focus on goal achievement and team recognition. This requires a thorough understanding and ability to personally execute all team roles within the Tasting Room and Production Building.
- Achieve assigned sales goals and production output. Actively seek to optimize revenue, maintain approved cost of goods, and meet all quality control standards set.
- Track daily sales and submit all compliance-requested paperwork on time per guidelines set.
- Become an expert user in the established systems of record including point-of-sale, inventory and compliance programs.
- Serve as the location's primary point of contact and enforcement for all safety, health, and compliance protocols.
- Ensure compliance standards and deadlines are satisfied as directed by both the company and/or the location's city, county, state.
- Manage procurement and organized storage of all approved merchandise and supplies.
- Complete accurate inventory counts quarterly or as directed by the company.
- Collaborate on fresh and innovative promotions and new menus for the Tasting Room, with a dual focus on innovation and operational profitability.
- Resolve any customer experience concerns by addressing the root cause with staff retraining and providing financial accommodation to the customer as appropriate.
- Manage accurate banking deposits, payroll preparation, and product ordering.
- Generate accurately forecasted staff schedules a minimum of two weeks in advance, subsequently completing payroll on time in accordance with company requirements.
- Execute the required staff review process, including formal reviews as well as documented 30-60-90 day informal progress conversations.
- Ensure location consistently meets company standards for cleanliness, brand representation and overall appearance. This includes the visual merchandising of products and displays.
- Immediately report any maintenance issues and work with subcontractors to ensure both the Tasting Room and Production Building spaces maintain established operational standards.

- Work as directed with adjacent casino departments and tribal leadership maintaining a professional and respectful manner at all times
- Serve as the core brand representative for the Tasting Room and Spirits Production Building within the local community.

**Qualifications:**

- 3+ years of experience in retail leadership or service industry management strongly preferred.
- An interest, or prior experience, in the distilling and spirits production industry.
- Experience with food costs, ordering and supply management strongly preferred.
- Experience with all standard operational and office software programs
- Experience in daily problem solving with positive desired outcomes.
- Ability to represent the enterprise in a professional manner, both in writing and in person.
- Ability to provide excellent customer service.
- Ability to ensure a safe, clean and service oriented work environment.
- Obtain Arizona required food handling and alcohol pouring cards or licenses.
- Must be at least 21 years of age.
- This role is 'on site' at the Tasting Room and Production Building and remote work is not an option for the position.

**Working Conditions:**

Conditions can range from extremely hot in the summer to cooler in the winter. Hours may vary from morning to evening, weekdays and weekends including holidays.

**Physical Requirements:**

It is expected that the person in this position can tolerate standing for long periods of time and have the ability to lift moderately heavy boxes and carry them up and down stairs. When assisting with production, the tasks may be repetitive in nature.