

Disruptors 2.0



**Beverage World ranks 50
Beverage Disruptors: individuals whose
innovative impact has changed the status quo
in the beverage world.**

*By Andrew Kaplan, Jeff Cioletti,
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Left to right: Chip Mims, Jennifer Balik
and Tony Walldroff



4 CHRIS REED Artisanal soda pioneer

Craft beverages, whether they be beer, spirits or sodas, have only recently caught on with most consumers. But back in 1989, Chris Reed was already well into brewing up sodas the old-fashioned, handcrafted way and launching the company that bears his name. Among Reed's most popular offerings are Ginger Brews, which the company says are the first commercially brewed sodas in the world. "What inspired the company was I thought it would be a good idea to dose the world with ginger," Reed, who is also an herbalist, recalls today, explaining that he is a firm believer in the health benefits of the root. "I looked at ginger ale and I said, 'I can't tell that there's ginger in this product.'" In the coming year Reed says the company will be trying to get into natural fountain. "Which will be the first time that anyone's done that which makes us probably super disruptive here," Reed says.

5 QUINN KILLBURY Made Heineken more local

Quinn Killbury, senior brand director, Heineken USA, has created marketing programs for Heineken that touch consumers in unexpected—and yes, even disruptive ways. For example, he has taken Heineken's "Cities of the World" program and given it entirely new meaning by turning it into a cutting-edge marketing program. His New York City project has attempted to make a dream of musician James Murphy called "Subway Symphony" a reality. Murphy's idea was to replace the flat "beep" NYC subway riders hear when going through turnstiles with a variety of musical notes, thereby creating a subway symphony. Heineken threw its money and support behind the program with stylish videos and a website and even lobbying city politicians. "It felt like a way for Heineken to give back to cities versus just claiming that we think they're great. Let's do something to make them better."

Another city project, Bay Lights, in San Francisco, involves a massive display of LED lights on the city's Bay Bridge. Heineken is a legacy partner in the project, which originally ran from March, 2013 to March 2015, and thanks in part to Heineken's financial support will now return permanently.

Killbury continues to look for additional city projects to throw Heineken's support behind, but always reminds himself that it's important to find a balance. "Really our job is to sell beer," he says—a project has to be worth it, and bring Heineken closer to a city, but it's important not to forget that selling more beer is the ultimate goal.



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CHIP MIMS, JENNIFER BALIK & TONY WALLDROFF Challenged the traditional definition of 'distributor'

To be a distributor today, it's about much more than getting cases from point A to point B. It's about being a brand partner and savvy marketer. Case in point: "Tales from the Cask," a popular craft-centric podcast co-hosted by Mims CEO Chip Mims, brand development manager Jennifer Balik and craft brand manager Tony Walldroff. They've successfully harnessed one of the most pervasive means of reaching a wide audience in the 21st century.

