



Bartenders and Brands: The Perfect Blend for Mutually Beneficial Relationships

Ways to craft shared success: Top insights from the world's
best bartenders, Pernod Ricard and NIQ

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Welcome to Bartenders and Brands, a white paper packed with insights into how brands and bartenders can work together for mutual benefit from sector leaders, teams on the ground and the experts at SIP by Pernod Ricard and NIQ, powered by CGA intelligence.

Our report is based on an exclusive seminar at the **Athens Bar Show**, the international event that welcomed 10,000 professionals for two days of information, inspiration and networking. The show’s ‘Unlocking Advocacy’ panel explored how drinks brands and bartenders can work together to improve guest experiences and drive sales, covering the needs of the modern bar professional and power of collaboration.

This report also draws on NIQ’s **2026 Global Bartender Report**, an exclusive survey of 1,500 bartenders across the globe that delivers essential intelligence about the views, habits and priorities of the people on the frontline of drinks sales. Fuelled by the On Premise expertise and

specialism within the NIQ business, this white paper provides the essential insights for drinks brands looking to increase advocacy with bartenders, and for bartenders who want to form better and more sustainable relationships with brands—the symbiotic cycle which will power sector growth.

Our panel and research provide powerful analysis of engagement opportunities and challenges in 2026 – from the people who know the market best. It’s your guide to a fast-changing landscape and the hospitality partnerships that are needed to create **a virtuous cycle** that benefits bars and brands alike. We hope you enjoy reading our report and welcome your views.

About our contributors

The five panellists on the Athens Bar Show panel were:



- Danil Nevsky**, Founder of The Indie Bartender - indiebartender.com
- Kate Gerwin**, Bartender and Owner at the Happy Accidents Bar in Albuquerque, New Mexico, US - happyaccidentsbar.com
- Roland Krupinski**, Head of Sponsorships at Pernod Ricard - join-sip.com
- Dylan Battick**, Research Manager at NIQ - niq.com
- Charlie Mitchell**, Head of Consumer Research and Insights at NIQ (Moderator) - niq.com



Danil Nevsky is the Founder of Indie Bartender, the global online educator platform for the sector. He has over 15 years of international experience in 14 countries and is the founder of initiatives including the Cocktail Menu Collection and the world’s first fully independent and anonymous global bartending competition, partly funded by his bartender apparel brand Broken Bartender. He has received extensive recognition including the title of Best International Bar Mentor and fifth place in the Top 100 Most Influential People in the Hospitality Industry, and is passionate about training and upskilling the next generation of bartenders.



Kate Gerwin is a trailblazer in cocktails and hospitality with a stack of accolades including five years on Drinks International’s Top 100 Most Influential Figures in the World and runner-up on Netflix’s Drinkmasters. She has over 20 years of experience and is the owner of the Happy Accidents bar and distillery in Albuquerque, New Mexico. Co-founded with business partner Blaze Montana in 2021, the bar has won multiple awards including Bar of the Year at the 2024 Bar & Restaurant Expo. Kate excels at training and mentoring up-and-coming bartender talent, and crafts mutually beneficial relationships between bars and brands.



With over 20 years of experience in the On Trade, **Roland Krupinski** ended 2025 heading up Global On Trade Development at Pernod Ricard, notably shaping the successful SIP programme—an inclusive global community of hospitality professionals. SIP aims to bring together the most creative minds in the sector, to share ideas, inspire each other, and ask the right questions at the right time to actively shape the future of the industry.



Dylan Battick is Consumer Research Manager at NIQ. Dylan has built a career as the go-to specialist for hospitality professional insights, and has surveyed and interviewed thousands of industry professionals—from local bartenders to globally recognised CEOs. Most notably, Dylan led the creation of the highly successful Global Bartender Report, helping brands optimize their engagement and support for bartenders.



With over a decade of experience in researching the hospitality sector, **Charlie Mitchell** is renowned across the globe for identifying trends and developing strategic insights for the channel. Heading up the research and insights division at NIQ’s On Trade department, Charlie’s insights bring together consumer, bartender, outlet and volumetric data to tell the stories of the sector and support operators and suppliers to win in an ever-changing and dynamic On Trade sector.

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The biggest lever of growth in the On Premise isn't flavour, format or innovation—it's the bartender. Brands spend millions trying to shape consumer choices, but the most powerful influence occurs in the time between a guest opening a menu and placing an order. Those moments, and the professionals who create them, have never mattered more. This white paper reveals how brands and venues can work together to maximise the powerful role of the bartender and optimise their guests' experiences.	



The virtuous cycle

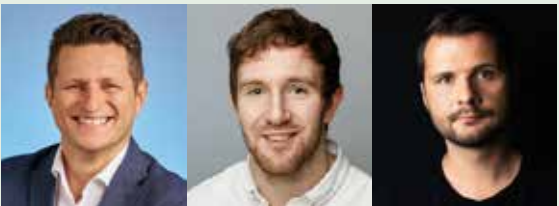
Why collaboration matters for bartenders, brands and guests

The On Premise is the place drinks brands truly connect with consumers. It's where guests discover new drinks, get first-class experiences, return for repeat purchases and increase their brand affinity.

But there's a crucial bridge between brand and guest: the bartender. Brands rely on these frontline experts to influence decisions, craft memorable drinks and shape people's visits to bars. It means the three key On Premise stakeholders – brand owner, bartender and guest – are all in an inter-dependent ecosystem. When they support and invest in one another, a virtuous cycle emerges and everyone wins.

That's the objective. But how do we get there? In the past, brands and bartenders have often worked in isolation, missing opportunities to amplify each other's strengths and achieve more sales. But that's changing. More brands than ever are engaging with the people who serve their drinks, and bartenders are embracing collaborations with their suppliers. As well as creating positive returns for both sides, benefits run downstream to a better experience for consumers.

It's investment that unlocks this virtuous cycle, and it starts with understanding bartenders' needs. Partnerships are moving beyond the transactional towards deeper and more authentic relationships that share goals and co-create experiences. In this report, we look more closely at the ingredients of successful alliances and what bartenders really want from brands.



Views from the experts

"For us, the equation is simple: when we help bartenders grow, the entire ecosystem thrives and our brands grow too. That's what moves this industry forward. It's a win-win scenario where both sides are designed for each other."

Roland Krupinski

"The biggest factor in the intention to revisit isn't the quality of food or drinks – it's the quality of experience. The fundamentals of hospitality both stimulate and fulfil demand, and when the fundamentals are executed with consistent excellence, a virtuous cycle can form to deliver a golden age of hospitality."

Charlie Mitchell

"Hospitality at its best, is an immersive escape from a serious and scary outside world, where all are welcome and all are well cared for."

Danil Nevsky

Top takeaway

Great partnerships achieve a quadruple win: stronger business for brands, greater fulfilment for bartenders, better experiences for guests and a thriving hospitality sector as a whole.



Why bartenders matter

Sales, experiences and insights: The three pillars of bartenders’ influence

For all brands in the On Premise, bartenders are the driving forces behind trial, trade-up and loyalty. Globally they impact countless millions of purchasing decisions every year, and collectively they have the power to make or break a brand. Here are three of the big reasons why bartenders should be a top priority for engagement strategies.

1. Generating sales

It’s hard to over-state the importance of bartenders’ recommendations. NIQ’s Global Bartender Report reveals that nearly nine in ten (88%) of them typically make a drink recommendation to guests at least once every shift. Cumulatively, that equates to nearly 11,000 drinks decisions that a single bartender influences every year. Brand advocacy is clearly a powerful lever of growth, so it’s vital that brands are well-liked.

But bartenders’ advocacy stretches far beyond the four walls of their bar. Through platforms like Instagram and TikTok, they can get close to their guests and impact their decision-making even before they set foot in a venue. Around a fifth (19%) of consumers now name social media accounts from industry professionals as an impact on their decision making in the On Premise.

Bartenders don’t just advocate brands to their guests: they influence their fellow professionals too. Well over nine in ten (95%) say they are likely to recommend a brand to their peers if they have a positive impression of it. The reputation of a brand in the bar community is very important, and it’s the second most important reason for becoming one of bartenders’ favourite brands behind only product quality.

2. Delivering memorable experiences

As well as generating lucrative extra sales, bartenders’ recommendations ensure that guests get the best possible serves and experiences. It’s about much more than simply aligning product and consumer, because experiences are increasingly rooted in emotional satisfaction: relaxation, enjoyment, indulgence and celebration. Bartenders play a pivotal role in fulfilling these emotional needs, and they open up powerful opportunities for brands.

Crucially, drinkers are very open to this kind of influence. Half (50%) of consumers say they rely on staff knowledge or recommendations when deciding on a drink, and even more (52%) agree that they are likely to purchase a serve that a bartender has recommended. Frontline staff help to unlock the moments that matter to guests by transforming purchases into memorable experiences.

3. Delivering insights

On the frontlines of the On Premise, bartenders shape what’s next in drinks tastes and serve styles. They provide grounded insights into emerging trends, brand perception, product relevance, activation strategies and so much more. Bartenders contextualize ideas, transforming them from boardroom concepts into experiences that resonate at bar counters and tables. Bartenders are ready and willing to share their insights, as 85% say they are likely to provide feedback about products they like. For brands, tapping into these real-world perspectives isn’t just useful – it’s essential to ensuring they don’t get left behind.



What bartenders want from brands

How suppliers can support professionals’ venues, knowledge, careers and wellbeing

The value of bartenders to brands is well evidenced—but the relationship goes both ways. Bar teams love brands and their teams because they’re instrumental to their day-to-day work and long-term careers. Brands can open the doors to education, training, career progression and better wellbeing, and bartenders see them as a vital source of support. Here are five key ways brands help.

1. Growing footfall and spend

Brand support is integral to bars’ commercial performance. More than nine in ten (93%) bartenders say relationships with suppliers or distributors is important to their venue’s success. By supporting knowledge and skills, brands can make a material difference to the bottom line of any bar.

2. Elevating skills

Good brand partnerships elevate bartenders’ craft. Masterclasses, certifications, mentorship programmes and competitions can all help them refine their expertise and improve their guests’ experiences. Strong brand partnerships don’t just support bartenders—they enhance and expand their craft. Masterclasses, certifications, mentorship programmes and competitions sharpen skills, enrich knowledge and enhance their guests’ experiences. They give bartenders the freedom to push boundaries—to experiment boldly, to innovate with intent and to co-create products and activations that leave an impression long after the glass is empty.

3. Progressing careers

When bartenders collaborate with respected brands, they often improve their career prospects. Partnerships open doors to high-profile and exclusive activities, events and competitions that can grow networks and power collaborations. These collaborations are a stamp of credibility, signalling to the industry that a bartender is trusted by top-tier players. At their best, they remove barriers to progression—as evidenced by the fact that bartenders who interact with engagement programmes are 57% less likely to experience difficulties in advancing their careers.

4. Building communities

Community and togetherness are essential to bartenders—and brands that create genuine, lasting connections at events will thrive. There’s a clear demand for events, with half (50%) of bartenders attending at least one every three months, and two thirds (67%) planning to increase their attendance over the next year. Events allow bartenders to enhance their skills and grow their knowledge – but equally important is the room they provide to connect with peers and find a sense of belonging.

5. Promoting wellbeing

Operators and suppliers know that healthier bartenders make for a healthier industry. But with 62% of bartenders saying they face significant wellbeing challenges, more needs to be done to keep teams healthy and motivated. Long shifts, unsocial or unreliable hours, limited career opportunities and high pressure environments can all take their toll on bar teams. But while 84% would like to engage with wellbeing support, only 64% know where they can get it – and only 19% think suppliers currently provide enough of it. This is leading to stress and burnout, and nearly three quarters (72%) of bartenders are either thinking about quitting the industry or done so in the past.

Brands that can provide practical, relevant support – through things like events, mentoring or harm-reduction training – are likely to earn the gratitude of bartenders and achieve a head start in the competition for advocacy. There has been a lot of talk about wellbeing support in hospitality in recent years, but bartenders now want action not words in areas like health and work-life balance.



99%

Of bartenders say supplier relationships are important to their venue’s success



84%

Of bartenders would like to engage with wellbeing support



67%

Of bartenders plan to attend more industry events over the next year

Views from the experts

“The beauty of our industry compared to others is that brands have decided to give bartenders the opportunities that they do. As a bartender, if you want to grow, get better, find new opportunities and learn the soft skills needed to step away from the bar, then brands can be the facilitators.” *Danil Nevsky*

“I wouldn’t be where I am without the support of brands—from sponsored competitions to education to trips to seminars... There are so many things that brands do to support the careers of bartenders.” *Kate Gerwin*

Top takeaway

Bartenders are eager for support in everything they do—and the brands that provide it can get a major competitive edge.



The power of education

The vital role of training, knowledge-building and events in bartender engagement

In the brand-bartender partnership, knowledge is the foundation of advocacy. Training, events, competitions and more can be instrumental in improving teams’ skills and knowledge and providing guests with even better experiences.

Knowledge-building has clear business advantages. NIQ’s Global Bartender Report reveals nine in ten (86%) bartenders think they have stronger relationships with brands that have supported their career through education or training. What’s more, there is a direct link to recommendations and sales, as 91% agree they are more likely to recommend a brand to guests if they have learnt about it in training.

Bartenders’ knowledge can make or break a sale. When guests choose to invest in high quality drinks, they want to know the stories behind the serve, and the things that make it special. Well over half (56%) of consumers say they enjoy being educated about what they drink, while just 14% disagree. Bartenders are the tellers of those stories, but they can’t convey a message that they have not themselves been told. It’s the role of brands to impart that narrative through education.

However, education stretches far beyond learning about products and mixology skills. Some of bartenders’ biggest challenges are around career development, and brands

can provide the training they need in areas like venue operations, legal skills or team management. While these topics may not directly teach bartenders how to serve or recommend a specific brand, the positive sentiment they generate can be just as powerful. At a time when product education is abundant, brands that support bartenders holistically are often the ones that stand out.

Education also acts as a signal of intent. When brands consistently invest time in teaching, listening and supporting bartenders, they communicate seriousness and long-term commitment. In an industry where many interactions are brief, education demonstrates that a brand is willing to spend its time and money without demanding immediate returns. That consistency builds trust – and trust is what underpins lasting brand relationships.

But what ultimately defines effective education is not intent but execution. It works best when it’s rooted in the realities of bartenders’ work and focused on exchange – connecting up-and-coming bartenders with those who have already honed their craft. Instead of one-way knowledge transfer, the emphasis should be on sharing experiences. When it promotes dialogue and collaboration, education becomes much more relevant and genuinely empowering.

Education: What works best?

What kind of education do bartenders want? NIQ’s Global Bartender Report reveals that hands-on workshops and practical training are their most preferred form of learning, followed by certification programmes and formal courses.

But education comes in many different ways, and informal methods are often the most effective. Peer-to-peer knowledge sharing is another popular format, and it is often achieved at events or competitions. Bartenders attend an average of 9 industry events per year, so competition for their attention is intense. But they can also be very powerful, and more than half (55%) of bartenders say a positive experience at a branded event makes them very likely to recommend that brand to guests.

Events have many different points of appeal: from the practical, like learning new skills and discovering new trends, brands and recipes, to the emotional, like finding like-minded people and taking a break from day-to-day work routines. Competitions are increasingly attractive, and nearly half (47%) of bartenders are looking to engage with them.

With so much choice, events need USPs and memorable, career-enhancing elements if they are to earn space in bartenders’ busy diaries. Flexibility is key, and events need to be tailored to different profiles, venue types and levels of experiences. A one-size-fits-all approach risks missing the mark.



Views from the experts

“Education isn’t only valuable – it’s a necessity for bartenders’ careers. Brands need bartenders to sell their products, and in order to do so, bartenders need support from brands so they can stand behind the product they use and convey the uniqueness to guests.” *Kate Gerwin*

“For us, education goes beyond product knowledge – it’s empowerment... What makes SIP unique is that we put top industry figures directly in front of the next generation of bartenders who want to learn and push boundaries. The most successful bars and personalities in the world share their experience, because the future of our craft depends on that exchange” *Roland Krupinski*

“Guests want to know more about the spirits they’re drinking, from the production process to the brand’s history and values. As a bartender, I love being able to share that knowledge and passion with our guests.”

Respondent to NIQ’s Global Bartender Report survey

Top takeaway

Training and events can help brands stand out from the crowd – but with so much on offer, they need to be unique and compelling.

86%

Of bartenders have stronger relationships with brands that have supported their career through education or training

91%

Of bartenders are more likely to recommend a brand to guests if they have learned about it in training

55%

Of bartenders say a positive experience at an event makes them very likely to recommend a brand to guests

More than a transaction

Why bar-brand partnerships need to think beyond the sales numbers

Panellists at the Athens Bar Show agreed that collaborations between bars and brands are too often viewed as short-term commercial projects.

Transactional partnerships tend to be fleeting. When brands rely solely on one-off activations, perks or financial incentives, engagement can be shallow and lasts only as long as the conditions are right. Budgets are up, ambassadors are fresh, footfall is strong and short-term targets are met. But when external motivators shift, these relationships can quickly fade, leaving both bartenders and brands starting from scratch the next time they want to team up.

In contrast, brands that cultivate genuine relationships, built on shared values and authenticity, can create something much more powerful. When bartenders feel aligned with a brand’s ethos, it’s not the next perk or event that drives engagement, it’s the passion. The motivation to mutually benefit endures longer.

The alignment of values is important to bartenders. Half of them (50%) told NIQ’s research that values which fit with bartending and mixology are influential in making a brand one of their favourites. If a brand reflects a bartender’s own standards and ethics, advocacy feels natural rather than performative. Collaborations carry real meaning – not just for the bartender but for the people they serve.

Choosing the brands to work with is increasingly about identifying the strategic needs of the venue and the long-term career of the individual. Moving beyond short-term transactions builds resilience, trust and consistency. Deeper connections always pay off over time – for bartenders, brand owners and consumers alike.



Views from the experts

“In bartender engagement, you need both immediate traction and the patience to build meaningful, lasting impact. Short-term ROI absolutely matters, because everything we do has to show signs of life quickly. If an initiative isn’t resonating now, scaling it won’t turn it into a success. The snowball only grows once you know it’s rolling. But the brands that win in this space pair that short-term effectiveness with a long-term mindset and consistency. Because real advocacy is not something you can buy or force. It’s built on credibility, on being consistently present, and on supporting bartenders’ growth and ambitions over time.” **Roland Krupinski**

“I think a lot of people are looking for transactional relationships – you do X for this amount of money. But for me, all of the relationships I have with brands need to be based on authenticity, mutual respect and shared values, as opposed to being transactional.” **Kate Gerwin**

“Your values have to match. I’m not talking about the cut and paste corporate values like ‘customer first’ and ‘authenticity’ but your style and your behaviour... If you’re seen doing work for a brand that doesn’t align with you, people will immediately think you’re doing it for the money – and that’s a reputation killer.” **Danil Nevsky**

Top takeaway:

Bartender engagement programmes need to look beyond the numbers and build meaningful and long-lasting connections.

Beyond the bubble

The big benefits of looking worldwide for bar trends and inspiration

The Athens Bar Show celebrated some of the world’s best venues and most influential leaders. But while it’s vital to stay attuned to the views and needs of these powerful players, guests on the NIQ and Pernod Ricard panel agree about the value of looking further afield for inspiration and new opportunities.

Cocktail culture is no longer confined to a handful of global capitals. Across secondary cities and emerging markets, a new generation of bars is embracing cocktails with intent. From neighbourhood dives with serious drinks programmes to locally rooted venues run by talented bartenders, fresh potential for sales is emerging. NIQ’s research reveals the vibrancy of regions like Africa and South America in particular.

This fresh breed of operators may sit outside the high-profile lists of the world’s best bars. But they are eager to engage with brands and can drive substantial volumes and long-term loyalty. In some respects, it’s easier than ever to pick up knowledge and inspiration. As Singapore-based bar leader Indra Kantono puts it: “Cocktail culture is more accessible than ever before. Social media and educational platforms mean that more cities and consumers can rapidly learn about cocktails.”

Despite this, access to meaningful brand engagement is often limited outside major cocktail hubs. Many bars rely primarily on distributors managing broad portfolios, rather than dedicated brand representatives with deep knowledge and passion. While distributors play a vital role, they have less ability to tell stories and make emotional connections.

There’s a clear opportunity – and responsibility – for brands to engage with these new markets via their distribution partners. Investing in education, inspiration and alignment at distributor level can ensure that brand values and advocacy travel much further than suppliers’ teams ever could on their own.

It’s also vital for brands to target the right individuals. A lot of time and resources are invested in a small circle of star bartenders, but the vast majority of sales – and the future of the industry – sit elsewhere. Many new operators, rising stars and local leaders don’t sit inside the industry bubble, but they are achieving big volumes and setting new trends. By widening their engagement, brands can extend their relevance and achieve growth that is both inclusive and sustainable.



Views from the experts

“Some of the most exciting creativity and energy in today’s bar world is emerging from new markets. Recently, I witnessed first-hand the beating heart of the Asian bar scene – its innovation, its hunger, its sense of possibility. It’s remarkable.” **Roland Krupinski**

“In smaller markets, brands aren’t able to hyper-focus on bars, because they’re pulled to places that ‘make more sense’ to them. For example, a brand puts a brand ambassador in New York for obvious reasons. But in the smaller markets, this representation is left to the distributor, who will know less about a brand than the bartender, and is representing a big portfolio with other priorities.” **Kate Gerwin**

“If you want to stay relevant, you need to know what the masses want, and you have to look at the next generation for bartenders if you want to find that out. Too many brands focus on an elite bubble of ‘star-tenders’, but they rarely know what’s going out outside of that bubble.”

Roland Krupinski

Top takeaway

By looking beyond major cities and elite bartenders, brands can grow their influence, relevance and sales.

The perfect blend: seven steps to better brand and bartender collaboration

Insights from the Athens Bar Show and the Global Bartender Report to help brands and bartenders create mutually beneficial relationships which drive sustainable sector performance.

1. Maximise the power of engagement

Bartenders influence millions of drinks purchases and transform products into memorable experiences, while brands offer support and transformative career opportunities for hospitality professionals. With these benefits in mind, an authentic relationship between brand and bartender should be a top priority.

2. Build skills, careers and communities

Bar teams are eager to improve their knowledge and expertise. But they also want help to advance their careers, learn secondary, logistical skills and connect with a community of peers. Support programmes need to be holistic and suitable to bartenders’ needs, while bartenders should actively seek out the training courses that fill gaps in their skills.

3. Partner for the long-term

Too many engagement programmes have become transactional, with a narrow focus on short-term wins. The best initiatives look past the numbers and aim for meaningful and authentic connections to create mutually beneficial outcomes for both brand and bartender.

4. Recognise that wellbeing leads to advocacy

Bars are places to build rewarding careers, but long hours and high-pressure environments can be detrimental to progression. Brands that provide genuine wellbeing support to bartenders will win a place in the hearts and minds and be repaid through advocacy.

5. Deliver must-see events

Bartenders are inundated with invites to events, competitions and industry shows which get lost in the busy industry environment. To get to the front of the queue, brands need to make sure their activities have clear USPs and tangible career benefits. Through this, brand advocacy is reinforced.

6. Win online influence and advocacy

Bartenders’ influence goes well beyond the counter and the real world. Social media engagement is great for brand advocacy among consumers and bartenders alike, but it needs authenticity and emotional response.

7. Break out of the bubble

For bartenders and brands alike, it’s easy to get trapped in bubbles of trends and influences. But this is a hugely diverse and dynamic sector, and there’s an abundance of opportunities and inspiration to be found in new and emerging markets around the world.





Learn more

How SIP by Pernod Ricard and NIQ can power bar success



About NIQ

NielsenIQ (NIQ) is a leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. Our global reach spans over 90 countries covering approximately **85%** of the world's population and more than \$7.2 trillion in global consumer spend. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

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Visit www.niq.com

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About SIP by Pernod Ricard

SIP (Share Inspire Pioneer) by Pernod Ricard is a community of the world's best hospitality professionals. It believes that only those who share ideas, inspire each other and ask the right questions at the right time can actively shape the future of the industry. It brings these people together in a lab for the creatives, a playground for the pioneers, a stage for the game-changers, and a home for the convivialists.

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