

Villas11 Marketing Drinks Strategy

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Letter of recommendation

To whom it may concern;

It's my pleasure to recommend Mr. Antonio Manoel do Nascimento for admission into your Master program.

I was his supervisor from October 27th, 2015 to September 30th, 2017 in a Brand Factory project with distilled brands from Pernod Ricard. Pernod Ricard is the second largest wine and spirits seller in the world and our company was hired to promote the gin brand Beefeater and rum brand Havana Club in Brazil, giving a special attention to Beefeater.

Mr. Manoel was tasked to work as our On Trader in Rio de Janeiro, being responsible to communicate and to position the brands in strategic selling points around the city. Mr. Manoel could overcome his initial inexperience in the beverage business with his proactivity and flexibility. His good relationship with people turned out to be a great competitive differential in our business.

When the project started, many people never consumed and had never even heard about gin in Brazil. As of 2018, Beefeater is one of the most recognized and consumed gin brands in Brazil, with average sales of more than 12.000 9 Liter boxes per year (from an average of circa 300 boxes of 12 bottles/year before the project start – an increase to more than 40 times in just 2 years). Our partnership with Pernod Ricard was going so well that more brands (Plymouth Gin, Monkey 47 and whisky The Glenlivet) were added to our portfolio in June/2017.

I believe Mr. Manoel has an enormous potential and will no doubt be a great addition to your institution.

Yours sincerely,



Pedro Villela
Partner at Villas 11 Marketing - Drinks Strategy