

John Emerald



Distilling Company

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Dear John and Jimmy Sharp,

Thank you for allowing us to work with John Emerald Distilling Company. Your distillery is nothing short of impressive, and we thoroughly enjoyed the tour you gave us when we last visited. We are thankful for this opportunity to help your business prosper. We are confident that this media kit will provide additional resources that will help John Emerald Distilling Company thrive.

The documents in this media kit are designed and formatted to appeal to digital and print media outlets, such as magazines, blogs and websites that potential customers will visit to gain more information about your business.

Enclosed you will find the following:

- Company Backgrounder – *a historical overview of John Emerald Distilling Company*
- Biography – *Meet John and Jimmy Sharp*
- Pitch – *Read about the release of John Emerald Distilling Company's new whiskey*
- Blog post – *A guide to John Emerald Distilling Company's most popular spirits*
- Fact Sheet – *Quick information about John Emerald Distilling Company*
- News Release – *Attract media outlets with this captivating announcement*
- Social Media Posts – *Ideas for Facebook, Instagram and Twitter posts*
- Our Resumes – *For future reference*

We hope that you enjoy the information and publications that we have put together. If you have any questions or would like to discuss the media kit further, please do not hesitate to contact us at apc0014@prcm4080.com or 706-668-0872.

Thank you!

Sincerely,

The PRCM 4080 Team

Allison Childress | Eric Callaghan | Janiee Rush | Wheat Holt

Janiee Rush

124 Carriagehouse Lane•Auburn, Alabama • 36832

C: [334-750-5047](tel:334-750-5047)•jl0024@auburn.edu

EDUCATION

Auburn University

Bachelor of Arts in Public Relations

Auburn, AL

May 2016

WORK EXPERIENCE

Heartstrings Enterprises

Production Associate

Auburn, AL

October 2010-Present

- Work in vinyl department creating and applying personalized monograms on various items for customers
- Work in filigree department finishing and perfecting jewelry before it is shipped to customers

Cornerstone Methodist Church

Sunday School Teacher

Auburn, AL

May 2011-Present

- Teach Sunday school for two services to children ages 2-5
- Provide child care on Sundays for ages 0-1 and also for special events (ages 0-10)

OTHER EXPERIENCE

Cornerstone Methodist Church

Worship leader (singing) (February 2013-present)

Church of the Highlands

Worship leader (singing) (March 2012-present)

Greeter for college night (August 2011-May 2012)

Hospice Advantage/Bethany House (January 2012-May 2012)

Volunteered biweekly

Provided special care for patients and helped coordinate events for fundraising

INVOLVEMENT/ACHIEVEMENTS

- Member of National Society of Collegiate Scholars (NSCS)
- Member of Alpha Lambda Delta honor society for Freshman
- Member of social panhellenic sorority
 - *member of Greek Week activities committee 2011
 - *chosen by sorority to participate in the Miss Greek Week 2012 pageant
- Dean's List Spring 2012
- Student Giving Campaign 2012
- Student Alumni Association
- Winner of Auburn Sings season 3

Allison Parker Childress

345 E. Thach Ave. | Auburn, AL 36830 | (706) 668-0872 | apc0014@auburn.edu

Education

Auburn University; Auburn, AL

May 2016

- Public Relations Major
- Marketing Minor
- 3.48 GPA

Experience

Student Assistant

Auburn Alumni Center; Auburn, AL

August 2014 – Present

- Greeting and entertaining visiting alumni and assisting with alumni board meetings
- Updating alumni records and organizing files
- Assisting the Marketing and Communications department and Special Programs department when needed

Vice President of Programming

Social Sorority; Auburn, AL

November 2014 - Present

- Organizing and running weekly chapter meetings
- Planning and promoting our “Radiance” character development program and serving on the discipline committee
- Communicating regularly with our national officers

Membership Director

Social Sorority; Auburn, AL

November 2013 – November 2014

- Targeted and recruited potential new members
- Planned, ordered and budgeted supplies and items needed
- Kept morale high within our chapter of 130+ members
- Served on the membership selection board

Parent Counselor

Auburn University Camp War Eagle; Auburn, AL

October 2013 – July 2014

- Learned extensive knowledge about Auburn University’s history, programs and general information
- Discovered my leadership style and personality to shape me into the most effective leader possible
- Lead groups of parents and educated them on Auburn’s dining plan, residence life options, parking services, football tickets and additional information

Staff Member

Callaway Gardens; Pine Mountain, GA

May 2013 – August 2013

- Communicated with customers, operated unique software, cleaned and maintained the beach area, provided recommendations on resort activities and instituted a well-organized environment

Honors and Activities:

- Recipient of the Auburn University Spirit Foundation Legacy Scholarship
- Member, Omicron Delta Kappa Honor Society
- Member, Lambda Pi Eta Honor Society
- President, LaGrange Cotillion Club
- Fundraising Chair, Greek Week Committee
- Outreach Committee, The Big Event
- Member, Freshman Leadership Program – Project Freshman

ERIC STEWART CALLAGHAN

1A Foley Square
New Providence, NJ 07974

esc0006@auburn.edu
(908) 463-4310

EDUCATION

Auburn University – Auburn, AL

August 2012-May 2016 (expected graduation)

- Major: Public Relations
- Minors: Business; International Minor in Human Sciences
- GPA: 3.70
- Dean's List Fall 2012, Spring 2014, Fall 2014

Joseph S. Bruno Auburn Abroad in Italy – Ariccia, Italy

Fall 2014

- A 12 week, first-hand education in Italian culture, history, and life.
 - Strengthened organization skills.
 - Adapted to environments that I was unfamiliar with.
- Relevant Experience:
- A 3 hour practicum with the marketing director of an Italian league Basketball team.
 - Served at Caritas Roma, a facility dedicated to helping the homeless and less fortunate of Rome.

Summit High School - Summit, NJ

September 2008 – June 2012

WORK EXPERIENCE

Fairmount Country Club – Caddy – Chatham, NJ

May 2010 - September 2010

- Assisted club members with their golfing needs including:
 - Caring for equipment.
 - Ensuring best possible experience for the club member.

SmashBurger – Cook – New Providence, NJ

May 2013 - August 2013

- Assisted in all aspects of working as a restaurant team member.

VOLUNTEER WORK

Area Baby Center – Summit, NJ – Event Coordinator

November 2010-December 2010

- Organized location, a raffle auction, and prepared refreshments for a charity gala to benefit less fortunate families in the community.

Summit Helping Its People (S.H.I.P.) – Summit, NJ – Volunteer

November 2010 – January 2011

- Assisted in serving breakfast and preparing lunch for the homeless.

BIG Event – Auburn, AL – Volunteer

Spring 2014, Spring 2015

- Traveled to the homes of local families in need and accomplished tasks around their property for them.

SKILLS

Microsoft Office (including Word, Excel, and PowerPoint), Social Media (including Facebook, Twitter, and Instagram)

William W. Holt

(334) 319-3313

wwh0004@auburn.edu

Permanent Address:

2462 Gunston Ct.

Auburn, AL 36832

School Address:

129 Toomer St. Apt. 6

Auburn, AL 36832

SUMMARY OF QUALIFICATIONS

- Recognized for being dedicated and hardworking
- Organized and methodical throughout the completion of projects
- Excellent communication skills with supervisors, peers and customers
- Proficient in Microsoft Office Suite

EDUCATION

Auburn University, Auburn, AL

Bachelor of Public Relations expected December 2015

Minor in Psychology

- Major GPA: 3.1

WORK EXPERIENCE

Volunteer/Group Leader; summer 2011

AUMC Sweat Week; Auburn, AL

- 100+ community service hours as a group leader of 6-20 kids, ages 12-18

Campus Director; 2011-2014

Bellhops; Auburn, AL

- Recruited and interviewed over 200 new applicants; Hired 60+ new employees
- Excelled at marketing through social media outlets, as well as traditional print sources

Staff Writer; fall 2013- spring 2014

Auburn Villager; Auburn, AL

- Wrote weekly feature articles and covered two local high school football teams
- Assisted with a variety of office work; from billing procedures to organizational tasks

Alumni Relations Chair; spring 2014- fall 2014

Beta Theta Pi Fraternity, Auburn, AL

- Oversaw planning committee for the 50th anniversary of the Delta Zeta Chapter
- 350+ were in attendance; Surpassed goals set for attendance, donations and outreach expansion

Intern; 2015- Present

Opelika Main Street; Opelika, AL

- Social media content management and creation for multiple pages
- Special event coordination
- Campaign brainstorming and implementation

ACTIVITIES, HONORS and CERTIFICATIONS

Auburn University IMPACT, Volunteer

Auburn University College Republicans, Member

Public Relations Student Society of America, Member

Bellhop of the Year 2013, Bellhops

Hootsuite Inbound Marketing Certified

John Emerald Distilling Company



Company Backgrounder

Founded in early 2014, John Emerald Distilling Company is Alabama's second legal distillery since prohibition. The family-owned business is run by father and son John and Jimmy Sharp. The Sharps place an emphasis on family and their heritage, as John Emerald's name and products bear homage to their family members. Located downtown in Opelika, Alabama, John Emerald produces signature Alabama-style whiskey, gin and rum.

To create their dream business, the Sharps put a lot of thought, heart and labor into John Emerald. The building and interior design of John Emerald were created through the tedious effort of the father and son duo. The rustic theme and barrel tables match the downtown Opelika setting.

John Emerald makes its own liquor, and most spirits are created in-house from scratch. Many of the ingredients are brought in from the local area. On Thursday, Friday and Saturday evenings the public is welcome to partake in taste testing, bottling parties, and tours of the distillery.

The products are sold in statewide Alcoholic Beverage Control stores and in local restaurants such as Irish Bred Pub, Niffers, Jefferson's, Ma Fia's, Acre, The Hound, Finks, and the Auburn University Hotel. The products are also sold in Atlanta.

The goals of John Emerald are to continue to expand, increase customer satisfaction, and boost sales and production rate. As a business, the Sharps enjoy developing personal connections with their customers. They show pride in their hard work and dedication to the business.

Contact: Janiee Rush, Account Coordinator
(334) 750-5047
jlr0024@auburn.edu



John Emerald Distilling Company

Biography – John Sharp

John Sharp grew up in the small rural town of Crocker, Missouri. With a strong desire to fly, John joined the Army in 1968 to become an Army helicopter pilot. He served in Vietnam and at Fort Bragg, North Carolina, before leaving the service to pursue civilian life in 1973.

Upon leaving the Army, John and his wife, Cindy, opened and operated Jimmy John's Restaurant in their hometown of Crocker. In 1976, John and Cindy sold the business, and John returned to military life at Fort Rucker, Alabama. John later served at multiple Air Force bases including the U.S. Air Force Officer Training School at Randolph AFB, Texas.

While stationed at Maxwell Air Force Base, Alabama, John started Croydon Finishing, Inc. with his son Jimmy. As a decorative plaster company, Croydon's clients included Louis Vuitton, David Yurman, Burberry and Donna Karan with projects across North America, South and Central America, South Africa and the Pacific. In 2013, John and Jimmy decided to close Croydon in favor of a more local business that would allow them to be closer to their family.

Over the past few years, John has pursued his distilling education with hands-on courses at Dancing Pines Distillery, Loveland, Colorado (rum), Breckenridge Distillery, Breckenridge, Colorado (whiskey), and Seibel Institute and Koval Distillery, Chicago, Illinois (technical distilling).

John and Cindy have been married for 46 years and have four wonderful children. They are excited about John Emerald and the opportunity to become active members of the Opelika Community.



John Emerald Distilling Company

Biography – Jimmy Sharp

In 1992, Jimmy Sharp became Alabama's first Presidential Scholar in the Arts with his work displayed in the National Portrait Gallery and in several Fortune 500 companies across the country. Jimmy graduated *Magnum Cum Laude* from the Savannah College of Art and Design with a bachelor's degree in painting. While in college, Jimmy joined the Marine Corps Reserves where he served for eight years as a Parachute Rigger and Infantryman. He earned his Marine Corps gold jump wings and reached the rank of sergeant.

Jimmy moved to New York City, New York, in 1997 where he spent six years working as a Venetian plaster artist. He returned home to Montgomery, Alabama, in 2003 and started Croydon Finishing, Inc. with his father, John. Croydon Finishing was a decorative finishing company specializing in Venetian plaster that served clients including Louis Vuitton, David Yurman and Burberry.

In 2010, Jimmy married his wife, Becky, and welcomed a daughter, Lily, in 2012. Croydon Finishing kept Jimmy on the road most of the year, and he did not want to miss Lily growing up. The Sharps made the decision to close Croydon's doors and open a more local business.

The Sharps had been pursuing home brewing as a hobby for years, but the large influx of craft breweries made the market hard to jump into. They noticed that craft distilleries were beginning to open up across the country and decided to refocus their attention toward opening a distillery.

Over the past few years, Jimmy pursued his distilling education with hands-on courses at Dancing Pines Distillery, Loveland, Colorado (rum), Breckenridge Distillery, Breckenridge, Colorado (whiskey), Seibel Institute and Koval Distillery, Chicago, Illinois (technical distilling), and Springbank Distillery, Campbeltown, Scotland (single malt whiskey and barley malting).

Jimmy, Becky and Lily are excited about the new adventure of opening the distillery and becoming active members of the Opelika community.

John Emerald Distilling – Pitch

To: Carla Nelson, The Corner News

Subject: John Emerald Distilling Company Releasing Whiskey

Hey Carla,

John Emerald Distilling Company is excited to announce that whiskey is being added to their existing line of spirits that includes gin, spiced rum, vodka and brandy. I enjoyed reading the feature you wrote for us when we first opened, and thought that the release of our new whiskey would be of interest to you and your readers in keeping them updated on us.

Each of our spirits is named after one of our founders' ancestors, and we generally try to match the personality of the spirit to the personality of the ancestor. So far we have Hugh Wesley's Gin, Gene's Spiced Rum, Elizabeth Vodka, Spurgeon's Barrel Aged Rum, Sarah's Silver Rum and Leslie's Muscadine Brandy. We are proud to announce that we are introducing John's Alabama Single Malt Whiskey in June! It is a spirit like John that's smart, adventurous, playful and brings out the best in life. To see our full-length tasting room menu, please visit <http://www.johnemeralddistilling.com/menu.html>.

Would you consider writing a story about the release of our whiskey? It will release in June. Let me know if this would be of interest you, and I will send you more information.

Thanks,

Eric Callaghan
John Emerald Distilling Company
esc0006@auburn.edu
(908) 463-4310

John Emerald Distilling Company Blog

A Guide to Our Spirits

We get a lot of questions about our spirits and who they are named after. We thought we would take a minute to summarize it all for our most popular spirits in this week's post. Without further ado, let's get started!

Gene's Spiced Rum:

Our spiced rum is named after Gene, a fun-loving guy with an infectious smile. Known for his straightforward yet happy personality, we named our spiced rum after him because of its firm foundation and fun-loving flavor coming from the mix of spices.

In our tasting room, you can try Gene's Spiced Rum in our Dark and Stormy, Dixie Punch and Cable Car, as well as on its own!

Spurgeon's Barrel Aged Rum:

For a stronger rum with a bold flavor, it was no question who to name it after. Spurgeon was known for his bold, feisty, and sometimes cocky personality, though he always came off as kind at the same time. That is exactly what this rum is about. With a combination of Alabama cane syrup and a pure, unprocessed cane sugar known as dark muscovado, not an ounce of flavor is wasted in this spirit, much like big Spurge himself.

For a perfect showcase of Spurgeon's Barrel Aged Rum, try our Old Fashioned!

Hugh Wesley's Gin:

Our gin is named after Hugh Wesley, always known to be a sophisticated man of adventure. Hugh's Gin contains locally sourced juniper berries, Alabama cucumbers and pecans, combining to be as smooth as Hugh himself. With our gin we thought a little outside of the box with our ingredient combination, much like Hugh was known for.

You can try Hugh Wesley's Gin in the tasting room in many of our cocktails including Southern Martini, Pampano, Limey Mule, Berry Gimlet and Swamp Fizz.

John's Alabama Single Malt Whiskey (COMING SOON):

While we won't release this one until June, we thought we would include our future signature spirit on our guide. John Emerald is obviously important to us as a man. This spirit takes its character straight from John; smart, adventurous, and most of all, brings out the best in life. Our spirit will be made from barley smoked in our own blend of southern pecan and peach wood, matured in charred white oak barrels and finished with Alabama Norton wine staves to add hints of a fruity finish. This spirit will be southern, through and through and we can't wait for everyone to try it.

John Emerald Distilling Company



FACT SHEET

Overview

John Emerald Distilling Company is a family-owned craft distillery located across the street from the Event Center in downtown Opelika. The distillery is run by father and son John and Jimmy Sharp.

Menu

The John Emerald Distilling Company produces Alabama-style whiskey, gin and rum honoring Sharp family members with the spirits created. All drinks contain 1.5 ounces of liquor unless specially ordered. Signature drinks include:

- Hugh Wesley's Gin
- Elizabeth Vodka
- Gene's Spiced Rum
- Spurgeon's Barrel Aged Rum
- Leslie's Muscadine Brandy

Purchasing Products

John Emerald products are distributed by the Alcoholic Beverage Control Board in statewide ABC stores and are offered in local and regional bars and restaurants. Products are considered top shelf and 750-milliliter bottles run from \$35 to \$45.

Tours and Taste Testing

Scheduled tours are available Thursday through Saturday. Tours cost \$5 per person for the tour alone and \$10 per person for a tour and taste testing. The current tasting flight consists of a taste of three rums, vodka, gin and muscadine brandy. Reservations can be made online at

<https://www.distillerysolutions.com/johnemerald/tours.php>.

Bottling Parties

John Emerald Distilling Company solicits help in bottling products. The bottling parties are normally held for volunteers in the evening during a weekday. Music, food and beverages are supplied in exchange for the free labor. Jobs can range anywhere from putting the cork in the bottle to running the bottling machine. Sign-ups can be made at <http://www.johnemeralddistilling.com/bottling.html>.

Distillery Hours

- 4 p.m. to 12 a.m. Thursday through Saturday
- Closed Sunday through Wednesday

Location and Contact Information

John Emerald Distilling Company is located at 706 North Railroad Ave. in Opelika, Alabama. The company can be reached at (334) 294-6505.



John Emerald Distilling Company

706 N Railroad Ave, Opelika, AL 36801

NEWS RELEASE

May 6, 2015
FOR IMMEDIATE RELEASE

Contact Information:
William Holt, Communications Specialist
Phone: (334) 319-3313
Email: wwh0004@auburn.edu

LOCAL DISTILLERY TO INTRODUCE NEW RETAIL SPIRIT

John Emerald Distilling Co. to Release Single Malt Whiskey in June

OPELIKA, Ala. – John Emerald Distilling Company is introducing John’s Alabama Single Malt Whiskey to retail customers at Alcoholic Beverage Control locations across the state in June of this year. This marks the third spirit that John Emerald has made available via retail locations.

John Emerald Distilling Co. began its production in the heart of downtown Opelika in May 2014 and officially opened its doors for business in August 2014. Currently, John Emerald is focusing on four different spirits; Hugh Wesley’s Gin, Spurgeon’s Rum, Gene’s Spiced Rum and the soon-to-be-released John’s Alabama Single Malt Whiskey. All of the spirits are named after family members of father-son owners John and Jimmy Sharp.

Alabama has a short history of legal distilling, leading the Sharps to develop a distinct Alabama-style whiskey. They refer to it as “Alabama style” because their unique technique combines the two processes of

-more-

manufacturing bourbon and scotch to create a unique whiskey all its own. The Sharps enhance this unique spirit with locally sourced flavors like pecan and peach to tie the whole product together.

John's Alabama Single Malt Whiskey has been available in the tasting room of John Emerald since late 2014. It is featured in a variety of craft cocktails like John Emerald's unique take on the Old Fashioned. The high demand required that the Sharps produce large quantities before being able to release it for retail to the public. The last batch needed to meet the demand is currently aging and will be available for purchase at ABC locations across the state in June 2015.

John Emerald Distilling Company is a family-owned and operated business dedicated to producing high-quality spirits and supporting the local economy. Founded by a father-son team, John Emerald places a high value on family and friends and welcomes all, 21 and up, to join them for cocktails and conversation.

For more information please contact William Holt at 334-319-3313 or by email at wwh0004@auburn.edu.

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Social Media Posts

Facebook:



Instagram:



Twitter:

