



DIVERSEPOWEREDBRANDS™

BIPOC . DISABLED . LGBTQIA+ . VETERAN . WOMEN

DISCOVER DIVERSE SUPPLIERS IN BEVERAGE ALCOHOL



LEARN ABOUT WHO WE ARE

Diverse Powered Brands™ is the premier centralized B2B global digital catalog connecting diverse suppliers, buyers, supplier diversity managers, wholesalers, and investors across the entire beverage alcohol and hospitality industry.

Diverse Powered Brands - the industry's trusted partner - provides a seamless, easy, and informative way to discover diverse suppliers across all beverage alcohol and non-alcohol categories all on one platform.

SUBSCRIPTION BENEFITS

- Explore, research, and discover diverse-owned, diverse-led and diverse-made brands across all bev alc categories 24/7/365 all on one platform.
- Standardized company and brand pages including informative brand stories, product descriptions, images, and videos using pre-designed templates for a consistent and robust brand experience.
- Place order directly through the licensed wholesaler ensuring accurate pricing, inventory, delivery times, and customer satisfaction.
- Access events and resource library proving ideas on creating unique campaigns, LTO's, activations, and promotions, satisfying your diverse and socially conscious consumers.

Request access as a Buyer today to start exploring the digital catalog.

[Request Buyer Access](#)

WHAT ARE PEOPLE SAYING?



COSTCO WHOLESALE

Chad Sokol, VP, General Merchandise Manager, Wine/Liquor

"We've had supplier diversity initiatives in place for quite a while, but they were pretty much focused on suppliers reaching out to Costco to be part of that program. Whereas Diverse Powered Brands™ is going to be such a great resource for our buyers to be proactive in looking out to the supplier base. This is going to put a lot more power in the hands of the buyers. It is going to be such a great tool."



TARGET

Jenn Holterman, Director, Wine

"Target is fortunate to have a very diverse guest base that values newness and innovation. A database, like Diverse Powered Brands™, will be an incredible tool for our buying teams to use to find products that our guests are looking for. Target is working on ways to champion diverse vendors and become a leading retailer for diverse and female led brands - this is such an incredible tool and partnership to help us do that!"



SOUTHERN GLAZER'S WINE & SPIRITS

Jennifer Chaplin Tolkin, Vice President, Family-Owned Brands

"Identifying and providing opportunities for diverse-owned brands is a top priority at Southern Glazer's. In addition to our own initiatives, and those of many of our colleagues in the distributor, supplier and customer tiers, Diverse Powered Brands™ is one more fantastic tool in the toolbox of an industry working hard to uplift and empower entrepreneurial, diverse-owned brands to achieve their dreams of commercial success."



BREAKTHRU BEVERAGE GROUP

Gus Bozzo, EVP, National Accounts

"As a wholesaler, Diverse Powered Brands™ is a great tool for us now to help our suppliers build their marketing and promotional approach around important attributes like appellation, origin, and scores, and to also go beyond that and address a much wider, more social level of importance for our consumers and our community."

DiversePoweredBrands.com
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