



**Halifax Sales Representative**

**Breton Brewing Co.**

**Deadline to Apply: November 12<sup>th</sup>, 2025**

### **Join the Breton Brewing Sales Team!**

Are you a passionate, results-driven individual with a knack for building relationships and driving sales? Do you have an interest in craft beer and a desire to help fuel the growth of one of Nova Scotia's most exciting breweries? If you're ready to be a key player in increasing revenue and expanding our market presence, we want to hear from you!

### **Who We're Looking For:**

Breton Brewing is seeking an enthusiastic, outgoing, and motivated Sales Representative to join our team in Halifax. You will play a critical role in driving sales, establishing new partnerships, and ensuring our brand's continued success in both Halifax and Mainland Nova Scotia. If you thrive in a fast-paced, goal-oriented environment and are ready to contribute to a growing company, this role is for you!

### **Key Qualifications:**

- 2 – 3 Years of Sales Experience
- Passion for Craft Beer and the beverage industry
- Strong Communication Skills and a natural ability to build relationships
- Proven Track Record of Meeting Sales Targets
- Food & Beverage Industry Experience (preferred but not required)
- Highly organized with excellent time management skills
- Comfortable working independently and as part of a team
- Proficient in Microsoft Office and/or Google Equivalent Software (Excel, docs, etc.)
- Availability to work some weekends and attend events, festivals, etc.
- Must have a reliable vehicle and ability to lift up to 60 lbs
- Valid Driving License and Clean Abstract
- Must be 19+ years of age

### **What You'll Do:**

- **Collaborate Closely with the Director of Sales** to develop and implement strategies to meet and exceed sales targets.

- **NSLC Territory Coverage** – Build relationships with NSLC Managers & Product specialists. Execute NSLC Programming and ensure proper shelf management.
- **Account Territory Coverage** - Drive revenue growth by building and maintaining relationships with current and potential accounts, ensuring consistent sales increases.
- **Use Data and Analytics** to find gaps in market and set goals, and set efficient weekly route planning to optimize sales and distribution.
- **Execute Promotions & Sampling Events** at key accounts (NSLC, taprooms, restaurants, etc.) to increase visibility and generate new business.
- **Organize and Lead Key Events** such as beer festivals, tastings, and other promotional events, driving customer engagement and brand awareness.
- **Maximize Distribution** by ensuring effective and thorough coverage of point-of-sale materials and merchandising across all accounts.
- **Provide Exceptional Customer Support** to existing accounts, ensuring satisfaction and fostering repeat business.

### What's in it for You?

- Opportunity to work with one of the fastest-growing craft breweries in Nova Scotia
- Competitive salary + performance-based incentives to reward your success
- Medical & Dental Benefits
- Healthy Living Stipend
- Comprehensive training
- Access to company vehicle
- Cell Phone stipend
- Employee discounts
- Be a part of an innovative and dynamic team in a fun industry
- Potential for career growth and leadership opportunities
- Compensation \$52,000 to \$67,000 annually, commensurate with experience

### Ready to Join the Team?

If you're excited about growing sales, building relationships, and promoting Breton Brewing's exceptional craft beer, we'd love to hear from you! Please send your **resume and cover letter** detailing your sales experience and why you'd be a great fit for the role to:

**[careers@bretonbrewing.ca](mailto:careers@bretonbrewing.ca)**

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Breton Brewing is an equal-opportunity employer, committed to diversity, innovation, and creating an inclusive environment where every team member is valued.