



— THE WORLD'S —  
**BEST TASTING**  
VIRGIN DRINKS

For Release Immediately

2016

## Hill Street Beverage Co. Announces Appointment of Doug Taylor as Vice President, Sales

*Multi-channel sales executive to drive increased distribution and revenues*

**Toronto, ON — 2016**—Hill Street Beverage Co. announced today the appointment of Doug Taylor as Vice President, Sales. Hill Street Beverage Co. is the world's only beverage company exclusively dedicated to non-alcoholic beer, wines and cocktails, and is the maker of MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft Beer.

"Doug is one of the most experienced and accomplished sales executives in the country," said Terry Donnelly, Chief Executive Officer at Hill Street Beverage Co. "His omnichannel experience of building strategic partnerships is what will serve Hill Street Beverage Co. well in the coming years. His channel breadth of knowledge and general management expertise will be key to driving the new and innovative partner solutions HSBC has planned. His track record of success in every category he has worked in is a huge asset for us. We couldn't be more thrilled to have him join our executive team".

Doug was most recently the Country Manager for Epson Canada's Consumer Division, a leading digital imaging technology. Prior to Epson, he has held executive leadership roles at OLG, Microsoft, Unilever and Coca-Cola.

"Hill Street has built one of the strongest teams I've ever had the privilege of working with," commented Taylor. "They have amazing products, a terrific base of business to build on,

and an extremely innovative and powerful approach to marketing their brands. I'm confident we can build their brands into market leaders in the non-alcoholic beverage industry."

"Doug's professionalism and disciplined approach will be a major asset in ensuring our retail customers are getting the best possible service from us," stated Glenn Broadley, Chief Operating Officer and Co-Founder of Hill Street. "He brings a great strategic mind to building and optimizing categories for major retailers, and opening up new channels of distribution for new products, which is a terrific fit for our business right now."

Founded in 2008, Hill Street Beverage Co. is the world's only company exclusively focused on alcohol free beer, wines and cocktails. The company offers a wide range of products including MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft beer. The company's award-winning products have won the Retail Council of Canada's Grand Prix, and numerous medals and accolades, including two Gold Medals, one Silver and one Bronze at the U.S. Open Beer Championships.

###

Hill Street Beverage Co. and MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft are either registered trademarks or trademarks of Hill Street Beverage Co. in Canada, the United States and/or other countries.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

**For more information, press only:**

Terry Donnelly, CEO  
Hill Street Beverage Co.  
(416) 543-4904  
terry@hillstreetbevco.com

For more information on MADD Virgin Drinks, Best Buddies Bubbles, and Designated Draft

Beer: [www.hillstreetbevco.com](http://www.hillstreetbevco.com)