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East Imperial PLC

EAST IMPERIAL APPOINTS NEW HEAD OF SALES FOR NORTH AMERICA

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the appointment of Mark Zonghetti as its Head of Sales for North America.

Mark brings extensive experience to East Imperial and joins from Armand de Brignac, the luxury brand jointly owned by Shawn Jay-Z Carter and Moët Hennessy Louis Vuitton, where he was a Regional Sales Director operating across the US & Canada. Mark was also a Regional Sales Manager at Freixenet Mionetto during a period of significant sales growth and spent over ten years at Southern Glazers Wine & Spirits, one of the largest distributors in the United States.

The announcement reflects East Imperial's ongoing progress in deepening the brand's global presence, with the US representing a key strategic territory. Based in Chicago, Mark will report directly to CEO & Founder, Tony Burt, to deliver the company's US strategic initiatives for which the company has been laying the groundwork since 2019. His initial focus will be to work closely with current distribution partners, including RNDC (California) and BreakThru Beverages (Florida), to widen the Company's geographic reach across the region, with further agreements expected to be in place by early 2022.

Tony Burt, CEO & Founder, of East Imperial, commented:

"We are delighted to welcome Mark to East Imperial, having been attracted by his deep understanding of the distribution landscape in the US and track record of sales growth which he is hungry to replicate for East Imperial. With North America representing an important market for East Imperial, Mark will be a huge asset to us as we extend our distribution reach with our current distribution partners and drive the business forward across new geographies, formats and channels. We look forward to meeting the rest of his team as we grow our on-the-ground presence in the coming months".

Mark Zonghetti, Head of Sales for North America, commented:

"I am thrilled to be joining East Imperial, whose detailed go-to-market plans to enter the US market, commitment to building a successful brand and intellectual rigour throughout the interview process was a key pull despite meeting a number of other fast-growing luxury drinks companies. I have been hugely impressed by the calibre of the East Imperial team throughout the interview process and have great confidence that, together with the wider team, we can make East Imperial the global leader in the luxury mixers market."

For more information on East Imperial, please visit <https://investors.eastimperial.com>