

Navigating the world of beer, wine & spirits



Who We Are and What We Do

Colleagues and friends for more than 15 years, with over 50 years of combined experience, working across some of the largest alcohol beverage companies in the world, we have chosen to build our own company, combining best practice with experience and passion

We recognize the changing landscape of the Canadian adult beverages industry and the opportunity to re-imagine the traditional “one-size-fits-all” agency solution with one that emphasizes customization, focused execution, brand development and value

We leverage our extensive global network to build solutions for our customers, across all formats, in all channels



Vision & Mission

To be ***the*** point of excellence for our suppliers, providing our customers and consumers with the best possible service and quality products, at prices they are happy to pay for.

To **add value** at every point through the journey from producer to consumer. We will operate in a transparent and professional manner, offering our partners the highest quality of execution



Our Business Beliefs

We know you have many business choices....

We are the only agency that works across all categories and formats, including brand development, private label, exclusives and bulk, as well as managing all aspects of logistics as required

We work for your brands....

Not your brands working for us

We build long term partnerships....

Building healthy sustainable brands

Plan nationally – Execute locally....

Strategic planning with local knowledge....Best practice in all we do

Short- and Long-term planning....

Maximise opportunities while building long term value

Customised solution planning....

Fitting our organisation around yours to achieve your targets



Our Portfolio Philosophy

We will maintain a concise portfolio without conflicts

Ensure complete sales and marketing focus

Focus on quality and value at prices the consumer is prepared to pay for

Highest quality products, across all categories and formats

Consumers drink from a repertoire of products across a wide range of occasions

Quality products with a rich heritage and stories to tell, across all categories, channels and formats

We will always strive for premiumisation for all brands in our portfolio.

It is easier to sell a cheap product but we focus on long term sustainable value

Consumers are more product aware and educated than ever before.

We will take them on a journey of discovery and education to build fantastic memories.

Listing a product is only the beginning, we must continue to build awareness, trial and loyalty

We will do this through promotions, events and digital strategies.



Tailored To Your Business



Retail Sales



Customer negotiation
& Support



Logistics



Private Label



On Trade Sales



Exclusive Brands



Bulk Wine



Brand Development &
Marketing



Direct To Consumer



Design

Contact Information: <http://www.navbev.com/>

Ian Burge

Founder/NavBev Inc.

(416)617-5169

iburge@navbev.com



Tim Lang

Founder/NavBev Inc.

(647)226-9499

tlang@navbev.com

