

The Job Interview

LOVE CORK SCREW

Chicago, IL

Love Cork Screw is a wine label owned by an African American female vintner, a demographic that only represents 1% of the wine industry. Their founder is searching for a “mini-me” who would be a passionate spokesperson and knowledgeable representative for the brand.

BUSINESS

Website: www.lovecorkscrew.com

Size: 4 employees

Industry: Food and Beverage

LOVE CORK SCREW™

ABOUT THE COMPANY:

- Love Cork Screw wine label is owned by trailblazer Chrishon Lampley. The company's mission is to make quality wine more accessible and less intimidating to consumers. The vintner's whimsical bottle labeling (from their Riesling *Head Over Heels* to their Pinot Grigio *Good Times Good Friends*) is a signature trademark that attracts both wine newbies and wine enthusiasts. The wines are sourced from five different wineries and are currently available in six states at stores such as Whole Foods. The label is growing in popularity and is expecting to be available nationwide by the end of 2018.

JOB POSTION: Brand Ambassador

Job Level: Entry-Level

Salary Range: \$40K

Tentative Start Date: ASAP

RESPONSIBILITIES:

- The Brand Ambassador will be expected to represent and promote Love Cork Screw while executing high quality samplings and tastings at various grocery stores, retailers, events, bars and restaurants.
- They must be able to carry a case of wine and be flexible to travel and work nights and weekends.
- Excellent customer service and relationship-building skills are essential as well as a professional appearance and being well groomed and manicured.

INTERVIEWERS



THE FOUNDER: Chrishon Lampley

- Chrishon is a vintner and the founder of Love Cork Screw. She also owns and operates LCS Entertainment, a licensed wholesaler and importer.
- She is a firecracker who moves at lightening speed and expects employees and job candidates to keep up with her fast pace without missing a beat. She believes it's imperative for her employees to have clean nails and clean records.
- One of her favorite things to do while interviewing is to test a candidate's ability to use a wine key. Do they know how to properly use it, or do they prefer using a rabbit?



THE PUBLICIST: Ikeda Lockhart

- Ikeda is a public relations professional with over 10 years in the industry. She is currently serving as LCS' publicist, as well as maintaining an outside client list.
- Ikeda's laid-back demeanor provides a balancing contrast to Chrishon's "firing on all cylinders" energy.
- A major wine lover herself, Ikeda believes if somebody can sell her a glass of plain old water, they should have no problem convincing consumers to try one of Love Cork Screw's varietals.