

**FOR IMMEDIATE RELEASE**

**Stewart's Enterprises Inc**

**11-19-21**



## **Stewart's Enterprises Inc Appoints Tony Gaines as CEO**

**Experienced Global Beverage Alcohol Executive Positioned to Launch Hard Rock and Stewart's Alcohol Brands Around the World.**

**New York 11-19-21.** Stewart's Enterprises announced today that Tony Gaines has been appointed Chief Executive Officer of the company. An experienced alcohol and CPG business leader, Tony succeeds Peter Strahm, who will be transitioning to a Chief Commercial Officer position, focusing on U.S. operations and distributor execution.

Tony comes to Stewart's with over 25 years' experience as an executive in alcohol beverages. He was an innovator with the E&J Gallo Wine Company, Anheuser Busch and Advantage Sales and Marketing where he represented several spirits brands in the military channel worldwide. In addition to Tony's alcohol-related experience, he has worked with fortune 100 CPG companies and led start-ups to outpace their markets. Most recently, Tony was the CEO of a health and wellness company that he transformed from a struggling CPG sales organization to a leading manufacturing business in the same field.

“The breadth and depth of Tony’s alcohol experience and knowledge is extraordinary. This coupled with his experience and success across all leadership positions puts Stewart’s Enterprises in a position for astronomical growth,” said Barrie Clapham, Chairman. “We are excited to see what our true potential looks like under his leadership.”

“I am excited to be part of this amazing company with household name brands consumers recognize,” said Gaines. “Hard Rock is recognized around the world for having outstanding cocktails and a Live Louder attitude. Stewart’s Root Beer and Orange Cream have been around for over 100 years and the brand continues to be aspirational in the carbonated beverage field. Our launches of RTD cocktails and hard sodas, coupled with the seltzer expansion, will be growth drivers for the industry.”

“While working with Tony on building the business plan, his knowledge and feedback was breathtaking. When retailers and suppliers from around the world commented on what a positive move having Tony on board as a consultant is for the company, we knew we needed his leadership full-time and made the move. We cannot be more excited about the future under his leadership,” said Barry Woods, Board Member. “The board looks forward to seeing the exponential growth his leadership brings.”

Tony Gaines received bachelor’s degree from Purdue University in 1991. He served eight years on the NACS Supplier Board working with key retailers and CPG companies on success in the convenience channel.

### **About Stewart’s Enterprises International**

Stewart’s Enterprises (SEI) is an alcohol beverage business, based in the United States. SEI successfully launched Stewart’s Spiked Seltzer in February 2021 by leveraging Stewart’s Soda’s celebrated taste, rich history and brand loyalty.

Under a global license, SEI also launched Hard Rock Hard Seltzers in July 2021. The group will launch Hard Rock Ready-to-Drink Cocktails in December of 2021. Hard Rock was founded 50 years ago by two Americans living in London and has grown to become one of the world’s most iconic brands.

SEI also holds the exclusive license to distribute the post-social replenishment drink, Bounce Back, in the United States.

Contact details:

Media and Brand inquiries - [tim.nicholls@stewartspiked.com](mailto:tim.nicholls@stewartspiked.com)

Sales and Distribution inquiries - [joe.setaro@stewartspiked.com](mailto:joe.setaro@stewartspiked.com)

