

Bloomsbury Club Brands, LLC
5 Wilson Avenue
Port Monmouth, NJ 07758

March, 2025

To Whom It May Concern:

I am writing to provide my highest recommendation for Phil King and his company, iHospitality who has served as a Sales and Marketing Professional for Gin Lane 1751 in Florida. During Phil's time with our company, Phil has demonstrated exceptional skills in brand development, market penetration, and relationship building within the competitive spirits industry.

Phil joined my team during a critical growth phase and was instrumental in establishing my portfolio of gins across the Florida market with a concentration in Central Florida. Among Phil's most notable accomplishments:

• Successfully launched Gin Lane 1751 in over 150 new retail and bar/restaurant locations across Florida within the 18 months

• Increased our regional sales by 75% year-over-year while maintaining healthy profit margins

• Developed and executed creative marketing campaigns that significantly enhanced our brand recognition, specifically our annual breast cancer fundraise in September and October

• Built and maintained strong relationships with key distributors, retailers, and restaurant/bar managers

• Represented the brand professionally at trade shows and spirits industry events

Phil demonstrates a deep understanding of the spirits market in Florida, with particular insight into the premium spirits segment. He possesses excellent communication skills, balancing the technical knowledge of our product with approachable, engaging marketing that resonates with both consumers and industry professionals.

Beyond Phil's professional capabilities, Phil brings remarkable creativity, initiative, and enthusiasm to all projects. He is highly organized, deadline-oriented, and maintains the perfect balance between independent work and team collaboration.

I am confident that Phil and his company, iHospitality would be an exceptional asset to any organization in the spirits industry or related fields. Please feel free to contact me if you would like further information about his qualifications or achievements.

Sincerely,

Geoff Curley
Founder & CEO
Gin Lane 1751