

WINNIPEG WHISKY FESTIVAL AT HOME – HOST BIOGRAPHY

Chris Thompson

North American Brand Ambassador, Forty Creek Whisky

Falling in love with whisky at first sip, Forty Creek, North American Brand Ambassador Chris Thompson aspires to share the Forty Creek story (and great whisky!) with passionate fans everywhere.

Chris has been a key member of the Forty Creek team for many years and played a key role in creating the distillery's on-site brand experience. Possessing a rich understanding about the brand's product offerings he is always eager to share his passion for the Forty Creek portfolio.

What Thompson particularly enjoys about his career at Forty Creek is the “one-on-one interaction” with consumers. “I want to continue the tradition and legacy John [Hall] started,” expressed Thompson. “We win over new fans, one customer at a time.” He believes that to steadily grow awareness and an appreciation for Forty Creek amongst consumers, emphasis should be placed on the taste experience.

When he's not traveling, an ideal day for Chris entails catching a live concert or spinning vintage vinyl records at home and enjoying a glass of Forty Creek!

EVENT:

Forty Creek – Defining Innovation & Style

Wednesday, March 23 – 7PM CDT

