https://www.landonwinery.com/jobs/brand-ambassador/

Date posted
October 21, 2026

Hiring organization
Landon Winery

Brand Ambassador

Employment Type
Contractor

Description

Landon Winery is hiring a Wine Brand Ambassador to be the face of our wines at retail stores, tastings, and events across DFW and North Texas. You will pour, talk, and sell: running in-store tastings at retailers like Total Wine, representing Landon at festivals and sponsored events, and giving shoppers a reason to put a Texas wine in their cart.

This is a part-time, event-based role with a flexible schedule. It suits someone who loves wine, loves people, and is comfortable working a table on their own.

Responsibilities

In-Store Tastings and Demos

- Set up, run, and break down tastings at retail partners (Total Wine, grocery, and independent wine shops)
- Pour samples, share tasting notes and food pairings, and convert tasters into buyers
- Report bottles sold, customer feedback, and store conditions after each event
- Check shelf stock and displays before and during demos, and flag low inventory or missing SKUs

Events and Sponsorships

- Represent Landon at festivals, markets, sponsored sporting events, and community events
- Manage the Landon booth/table: setup, service, sales (where permitted), and teardown

Brand and Content

- Know the Landon lineup at the specific event
- Capture photos and short video clips, if possible, at demos and events for social media
- Share retailer and customer feedback with the distribution team

Qualifications

- 21 years of age or older

- Current TABC seller-server certification, or ability to obtain one before your first event
- Outgoing, confident, and comfortable starting conversations with strangers
- Genuine interest in wine and the ability to explain it in plain language
- Reliable transportation and a valid driver's license; demos are across DFW and North Texas
- Able to lift and carry cases of wine (up to 40 lbs) and stand for 3–5 hours at a time
- Available on weekends and some weekday (Friday) evenings, when most tastings and events happen
- Dependable: shows up on time, prepared, and follows through on reporting

Contacts
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