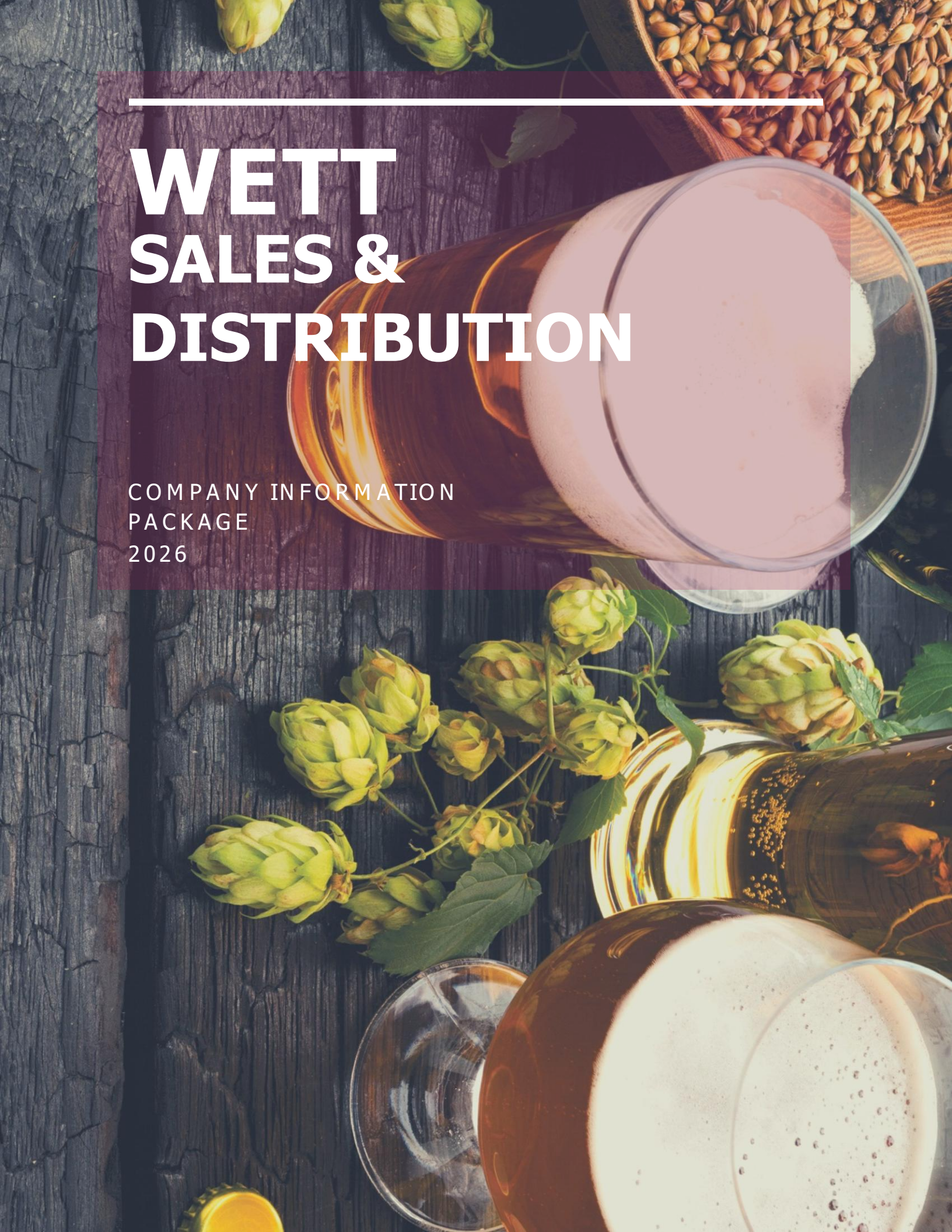


A top-down view of beer-related items on a dark, textured wooden surface. In the upper right, a wooden bowl is filled with golden-brown malted barley. Several green hop cones with their characteristic papery bracts are scattered across the surface. Two glasses of beer are visible: one in the upper right, partially obscured by a semi-transparent dark red rectangle, and another in the lower right, showing a thick white head of foam. A yellow bottle cap is partially visible in the bottom left corner.

WETT SALES & DISTRIBUTION

COMPANY INFORMATION
PACKAGE
2026

35 YEARS OF CHEERS!



Founded in 1991 as a two-person beer distributorship in Manitoba, WETT Sales & Distribution has flourished into a leading full-service beverage alcohol provider in Manitoba and Saskatchewan.

Our success is built on strong partnerships. We are grateful for the unwavering support of our suppliers, the dedication of our talented team, the guidance of the MBLL and SLGA, and most importantly, the loyalty of our valued customers.

WETT is proud to have navigated the evolving beverage alcohol landscape for over three decades. In 2022, we transitioned to new ownership under Cam Moskal, formerly VP Sales & Operations. Bill Gould, Founder, officially retired from the company on December 31, 2025.

As we look to the future, we remain committed to delivering exceptional service, expanding our portfolio, and fostering a culture of innovation and collaboration.

CHEERS!

FULL-SERVICE SALES, DISTRIBUTION, AND WAREHOUSING

- Established in 1991
- Independent & Family-Owned
- Full-Service Sales Agency
 - Marketing & Sales Representation
 - Field Sales Representation in both Manitoba & Saskatchewan
- Warehousing of All Beverage Alcohol Products
- Full Provincial Distribution Coverage in Manitoba for Beer, RTD, and Cider Products
- Source Point for SLGA Distribution Centre on Core & Special Order Listings
- Customs Bonded Warehouse
- Excise Warehouse Licence





FOUNDING PRINCIPLES

"We bring together expertise in supply chain, marketing, sales representation and more, to make superior customer experiences accessible, turnkey and affordable."

WETT Sales & Distribution was founded to help brewers, vintners, and distillers at every step of the journey...from production to final sale.

MISSION

"To provide high quality, independent and professional representation for our customers in both the sales and distribution of beverage alcohol products."

Pride & Passion

We are a proud & passionate independent Canadian organization driven to deliver the best possible results for our customers and suppliers, while supporting the communities in which we operate.

Quality

We strive to deliver outstanding value and service to our customers and suppliers. We encourage our employees to pursue excellence and continuous improvement in their work.

Leadership

We are the industry's first call. We aim to inspire confidence, trust, knowledge, and excellence in everything we do.

Integrity

We act with honesty, transparency and accountability in everything that we do. We uphold the highest ethical standards and respect the trust that our customers and suppliers place in us. We strive to deliver on our promises and to exceed expectations.

Teamwork

Our team values equality, collaboration, and trust. We strive to create a learning culture that fosters personal and professional growth for everyone.

Our Core values



We offer our
suppliers a
route to market
through our
three company
functions

SALES AGENCY

An independent sales agency in the Canadian provinces of Manitoba and Saskatchewan with field sales representatives in both provinces.

DISTRIBUTION

A Beer and RTD distribution division across the province of Manitoba, and shipments to the liquor board distribution centre in the province of Saskatchewan.

WAREHOUSING

A Warehousing division based in Winnipeg, Manitoba for all Beverage Alcohol products, which includes a full Customs Bonded Warehouse and an Excise Warehouse Licence.

110,000
Square Feet
of Warehouse
Space

Customs
Bonded
Warehouse

Excise
Warehouse
License

2500+
Government,
Commercial,
and Private
Customer
Opportunities

SUPPLIER BENEFITS

The opportunity to warehouse at WETT and ship to the MBLL, the SLGA and other liquor jurisdictions provides suppliers the following advantages:



- OPTION FOR IN-BOND STORAGE TO MANAGE CASH FLOW
- OPTION FOR EXCISE NON-DUTY PAID STORAGE OF DOMESTICALLY-PRODUCED PRODUCTS TO MANAGE CASH FLOW



- OVERNIGHT/SAME-DAY DELIVERY TO MBLL AND SLGA DISTRIBUTION CENTRES



- LOWER-COST STORAGE, ORDER ASSEMBLY, AND PROCESSING FEES.
- NON-ESCALATING MONTHLY STORAGE COSTS



- VALUE-ADDED SERVICES INCLUDING ON-PACKS, CARTON RE-CONFIGURATION, LABELLING, AND STICKERING



- REDUCED FREIGHT RATES FOR FULL CONTAINER SHIPMENTS TO SUPPLY TWO LIQUOR JURISDICTIONS



SALES & DISTRIBUTION MARKET COVERAGE



MB/SK - 1 Route-to-Market (RTM) & Key Accounts Manager

SASKATCHEWAN

Retail Sales Permittees (RSP): 569

Commercial Permittees (On-Premise): 1,300+

Sales Coverage: 3 Territory Managers, 1 Sales Associate

MANITOBA

Manitoba Liquor & Lotteries: 57 Liquor Marts & 6 LMX

Private Hotel Beer Stores: 232

Liquor Vendors (Agency): 163

Licensees (On-Premise): 1,300+

Specialty Wine Stores: 8 in Winnipeg

Sales Coverage: 1 Account & Activation Manager, 1 Territory Manager, 1 Sales Associate

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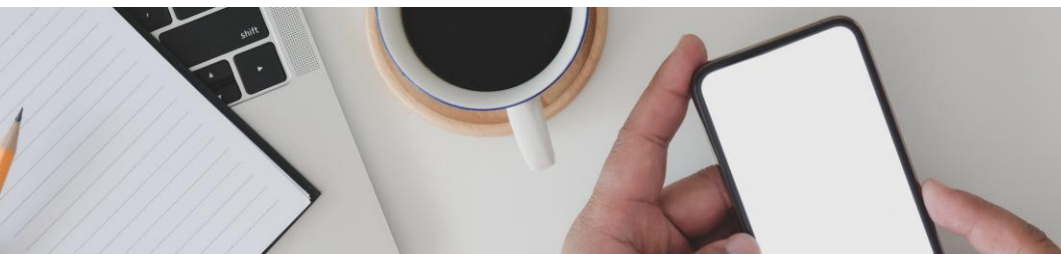
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