

David Sweet

Entrepreneur, Event Promoter, Whiskey Expert, Engineer, Outdoor Enthusiast



For the past 18 years, David has owned, participated in, and managed large-scale tasting events across North America, and assisted with events in Europe and Australia. Currently in 6 cities from coast to coast, his event series **Whiskey and Barrel Nite** promotes and supports educating thousands on the wonders of all types of American and international whiskeys. He still consults on multiple projects abroad including several in Australia.

Adopting the mantra ***“Buy with your palate, not your ego”*** has become the underlying message in all his events & whiskey and spirits endeavors.

Through June 2018, he was the Senior VP North America for Whisky Magazine and the driving force for new creative concepts and content. David’s spirits insights and education came from brand building and working shoulder to shoulder with the ‘Who’s Who’ in the industry from master distillers to marketing managers to CEO’s of large national brands to new and emerging craft producers, distributors and importers. He personally managed and took part in over 50 special and celebratory barrel selections and other high-profile engagements within the industry, some of which have received national recognition and others have become iconic collectibles.

With the continuing growth of **“Whiskey and Barrel Nite”** across the US and recent additional expansions of his award-winning independent bottling brand, ***Barrel & Bottle***, David is not one to sit still. He is now expanding from personally selected single barrel releases and specialty micro blends to a new line of premium barrels for custom private bottlings.

David is well positioned to take almost 20 years of whiskey education, tasting events and in-depth industry knowledge and involvement...and put it to work supporting both consumers and the spirits industry.

When not surrounded by spirits bottles and barrels, David’s “Zen” place is outdoors, usually with family and friends, always with his chocolate lab ‘Jake’.



www.barrelnbottle.com



www.whiskeyandbarrelnite.com