



News Release

FOR IMMEDIATE RELEASE

GREGG MINEO VOTED INCOMING CHAIR-ELECT TO NABCA BOARD

ALEXANDRIA, VA (January 14, 2020)—Gregg Mineo, Director of the Bureau of Alcoholic Beverages and Lottery Operations (BALBO) for Maine, was voted incoming chair-elect to the NABCA Board of Directors. He will assume his responsibilities in May 2020, when current Chair-Elect A.D. Zander Guy, Chairman of the NC ABC Commission, becomes NABCA Chairman of the Board.

Appointed to his position in May of 2014, Mr. Mineo has more than 41-years of experience in the wine and spirits industries, where he served for 32 years in many marketing and sales capacities during his tenure with the Seagram Company and the Absolut Spirits Company. He brought this extensive knowledge in the spirits industry to the State of Maine and used it with the new business model the Bureau employs to take its spirits products to market. He has been integral in the implementation and strategic processes of the new “go to market” plank, which has transformed the business in Maine.

After transitioning out of the supplier side of the spirits business, Mr. Mineo founded Beviamo Consulting LLC in 2009, dedicated to working with small developing companies in the beverage alcohol industry, specializing in strategic planning and business modeling. This brief period as an industry consultant resulted in adding value to several companies who were expanding their scope of work opportunities with their customers. In addition, he has spent some time with wine brokerage, representing suppliers and importers who marketed wines from Chile, South Africa and France. While the spirits and wine industry has been his vocation, his passion for the business comes through in his dedication to logistics and planning. His extensive experience in the drinks business includes business modeling and customer engagement.

Mr. Mineo has a degree in psychology from Bethany College and has done graduate work in economics and accounting. He is a member of several professional organizations, including NCSLA, The Center for Alcohol Policy, SCORE, International Beverage Network and others. Mr. Mineo lives in Portland, Maine, with his wife of 44 years. They have two sons, Justin and Bryan.

“Director Mineo has been an active member of the NABCA Board of Directors and has chaired several committees, including the Governance and the Products and Procedures committees. He has also served on other NABCA committees, sharing from his experience and providing valuable input to discussion topics,” said Jim Sgueo, NABCA president and CEO.

“It is an honor for me to be elected to serve my fellow board members and all who are affiliated with NABCA in this role as a future NABCA chairman” said Chairman-Elect Mineo. “The value of control systems and what we do in managing a product which has potential to cause harm as well as providing needed revenue to our respective states by selling this product is unique. Communicating the nuances of this role is important to create understanding of why control systems are relevant today,” he added. “I will be proud to represent NABCA, its members, and those on my team in Maine.”

For information about NABCA, visit www.nabca.org. For information about BABLO, visit www.maine.gov/DAFS/BABLO. For information about Maine Spirits, visit www.maine.spirits.com.

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About BALBO:

The Bureau, Commission and our partnerships with Pine State Spirits, Scientific Games International, lottery retailers, agency liquor stores and the liquor licensees throughout the state are committed to providing the citizens of Maine with outstanding customer service and superior products. The Bureau also has the important responsibility of enforcement and licensing of all liquor licenses in Maine.

About NABCA:

Established in 1938, NABCA is the national association representing the Control State Systems - those jurisdictions that directly control the distribution and sale of beverage alcohol within their borders. Headquartered in Arlington, VA, NABCA's mission is to support member jurisdictions in their efforts to protect public health and safety and assure responsible and efficient systems for beverage alcohol distribution and sales.

Contact Margaret Barchine, APR, at 703.578.4200 or Maggie.Barchine@nabca.org for more information.

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