



Case Study

Deep Eddy makes talent a priority from the start, learning from past experiences.

THE COMPANY

Deep Eddy Vodka manufactures vodka products made of south Texas corn using continuous distillation in a column still. Founded in 2011, Deep Eddy quickly gained the attention of consumers and industry leaders nationwide with its unique blend of premium ingredients and crowd favorite flavors such as Sweet Tea and Ruby Red vodka and its newly launched Cranberry vodka.

THE CHALLENGE

Clayton Christopher knew first hand the struggles of building a team and its impact on business success. He founded Sweet Leaf Tea and eventually sold it to Nestle after 14 years. With Deep Eddy, Clayton wanted success in a shorter timeline. He did not want history to repeat itself. It wasn't that Sweet Leaf wasn't wildly successful, he just knew there was a better way. During the early years of Sweet Leaf, his business got by with a loyal team of believers but it wasn't until he took risks by hiring successful industry veterans that business took off rapidly. When he co-founded Deep Eddy, he knew he wanted to surround himself with game changers from the beginning ... a team who had "been there" before.

THE SOLUTION

HireBetter helped Deep Eddy develop a plan for building a team that would accomplish their goals. We then helped them identify and attract liquor industry veterans who had built strong sales territories. And had a track record of success. Clayton knew that the caliber of his team (and the quality of his vodka!) would get him over the top. HireBetter worked with him through this process and successfully helped them onboard key players.

THE RESULTS

Deep Eddy has doubled revenues and exceeded expectations every quarter. In three short years, the company achieved the revenue targets that Sweet Leaf took 11 years to reach. The customer and distributor relationships cultivated by the DeepEddy team, as well as its remarkable vodkas, created an amazing and sought-after brand. Deep Eddy Vodka's vigorous growth continued and opened the door for its acquisition by Kentucky-based Heaven Hill Brands.

