EMCEE

ZANE LAMPREY
Host of “Four Sheets”
premiering on #DrinkTV

JUDGES:

DREW LEVINSON
Vice President Business Development
Emerging & Craft Brands
Breakthru Beverage Group

BILL RANCIC
Best-selling Author,
TV Personality, Restaurant Owner and Entrepreneur

SYD ROSS
Co-CEO
Great Lakes Wine & Spirits

LACEY SADOFF
President
Badger Liquor

STEVE SLATER
Executive Vice President,
General Manager
Wine Division
Southern Glazer’s Wine & Spirits

CHRIS UNDERWOOD
CEO
Young’s Market Company

Zane Lamprey is constantly being told that he has “the best job in the world”. As the host of television shows where he travels around the world drinking with the locals, it’s obvious why.

For over a decade, Zane has had the enviable job of hosting international drinking-travelogues on National Geographic, Travel Channel, Food Network, Fine Living Network, Mark Cuban’s HDNet, and now DrinkTV.

Zane is currently the star of Four Sheets, which takes him around the world sampling libations, and Night Cap (premiering this spring), a late night celebrity talk show, which both air on DrinkTV.

As the most well-known personality in the ‘alcohol space’ Zane has built an empire around his brand, as well as a legion of dedicated fans, and the reputation as a personality that people trust. He has participated in hundreds of interviews for radio and print and has appeared as a guest on “The Tonight Show,” “Last Call with Carson Daly,” “SquawkBox”, “CNN Headline News” and many others. He has also been featured in over 150 publications, including Vanity Fair, The New York Times, Los Angeles Times, USA Today, The Wall Street Journal, Entertainment Weekly, Playboy, Stuff and on the cover of Mutineer Magazine and D-List. Zane is the founder of Monkey Rum, a premium Caribbean rum which offers barrel-aged spiced and coconut rums. The rums have won several awards, including Triple Gold at the Beverly Hills World Spirits Competition. The company created “bottle up-cycling”, where used bottles avoid landfills by being converted into glassware.

Zane is the CEO and founder of Adv3nture, an outdoor clothing brand which produces premium jackets, bags and apparel, all in conjunction with a give-back to the planet campaign. With every item purchased, Adv3nture plants three trees in the US. They are currently planting giant sequoias in deforested areas of the west coast.

Zane has headlined two US comedy tours and is the author of the book: 6 Continents, 15 Countries, 190 drinks and 1 Mean Hangover, published by Random House.

Bill Rancic burst onto the national scene when he was hired as the winner of the first season of NBC’s breakthrough program “The Apprentice.” Bill makes regular appearances on numerous daytime broadcast and cable television programs such as Today, The View, Rachael Ray and various CNBC programs to talk to viewers about business and entrepreneurship. He also regularly appears in many major national, regional and local print outlets throughout the country.

A published author of a New York Times best-selling book, Bill wrote “You’re Hired: How To Succeed In Business And Life”. This book chronicles Bill’s successful life, experience and proven advice. He continued to make a name for himself as an author by writing Beyond the Lemonade Stand to help educate and motivate young people worldwide about the value of money and how to leverage skills, talents and abilities at an early age. All proceeds from the sale of this book have gone to charity. Bill has also co-authored I Do…Now What with his wife Giuliana Rancic where they share secrets to everlasting love.

After graduating cum laude from Loyola University, Bill went on to become a successful entrepreneur when he founded Cigars Around The World, a monthly online subscription-based retailer that became a multi-million dollar enterprise. Today he is a highly sought after motivational speaker on the subject of entrepreneurship and business. Bill shares his entertaining lessons that vary from a pancake business he started with his grandmother at age 10 to his current ventures as small business spokesman, restaurant owner and real estate developer.

Highly engaged in charitable activities, Bill completed several trips to Haiti, building homes for victims of the earthquake. He is also an active board member for the Mercy Home for Boys and Girls.
LYNNE SADOFF
President Badger Liquor
Lynne Sadoff is fourth generation co-owner and current President of Badger Liquor, the largest wine & spirits distributor in the state of Wisconsin. As President, Ms. Sadoff leads the Executive Committee and the strategic vision of the company. She has overseen and implemented the creation of Badger University, an extensive, in-house training program that provides education and growth to Badger’s 450+ employees statewide.

Ms. Sadoff is currently in her second year of the 3-year Owner/President Management Program at Harvard Business School that is designed to create visionary entrepreneurial leaders. Locally, Ms. Sadoff is the driving force behind Badger Liquor’s philanthropic efforts including the Thelma Sadoff Center for the Arts and the Sadoff Family Foundation. She serves on a number of local non-profit boards and on a national level, Ms. Sadoff is a founding member of the Wine and Spirits Wholesalers of America’s Women’s Leadership Council. In her spare time, she enjoys real estate development and competitive ballroom dance.