



Hiring: Off-Trade Specialist – Loca Loka 🇮🇳

**Location:** India /USA /SEA

**Industry:** Alcobev | Premium Spirits

**Experience:** 3+ years in Off-Trade Sales / Key Accounts / FMCG / Alcobev

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### About Loca Loka

Loca Loka isn't just another spirits label — we're the new-age movement bringing passion, craft, and bold character to every pour. We're growing fast across India, and we're looking for a go-getter who can make our bottles move and our brand shine in retail spaces.

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### What You'll Do

- Build and grow off-trade presence across **modern trade, retail outlets, premium stores, and duty-paid shops.**
  - Own the **P&L and volume targets** for your territory.
  - Strengthen visibility through **displays, promotions, and in-store branding.**
  - Develop long-term relationships with **key retail partners and distributors.**
  - Track and analyze **sales performance, stock rotation, and market insights.**
  - Collaborate with **marketing and trade marketing** teams to run activations and sampling programs.
  - Ensure **compliance with local excise and distribution norms.**
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### Who You Are

- Sales-focused with sharp execution skills and strong market understanding.
- A relationship builder who can talk numbers, deals, and brand stories in the same breath.
- Prior experience in **Alcobev, FMCG, or Lifestyle Retail** is ideal.
- Confident with negotiations, POS placements, and trade visibility planning.

*10, Anson Road, #22-02, International Plaza, SINGAPORE (079903)*



- Loves data as much as deal-closing — and thrives in a dynamic, high-energy team.
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### Why Loca Loka

- Work with a brand that's redefining the spirits game in India.
- Fast-paced, passionate environment where ideas actually get executed.
- Transparent growth, strong recognition, and a ton of fun along the way.

