



Background about Velour Imports

The divinely inspired export management firm was originally founded with the intention of importing a wine from Argentina into the United States. However, through the process of building the business she heard a sound she had become all too familiar with from years of experience of working in nonprofit management. The sound of a cry for help.

A Certified Nonprofit Professional, Brooke was managing several cross departmental programs in the supply chain and transportation department of the nation's largest food bank, Houston Food Bank. She became close friends with a volunteer one of the volunteers at a food pantry, a food pantry inside a Seventh Day Adventist Church. The friend, having been born in Argentina had connections and was already importing cookies, coffee, and large machinery for the oil and gas industry. Another friend who owned a vineyard was looking for distribution into the states.

The distinction between Brooke and Velour Imports versus lies in truly understanding the overarching issue, access. Case in point, where there are craft breweries there are distributors, importers, and wholesalers. Meaning, if there is ample supply in America and there's ample demand outside America then what's keeping the two parties from connecting? Access to the other party.

Brooke saw an opportunity to turn her passion for helping people into a "Amazon-like" multibillion dollar operation. Her business would be to help others stay in business. The result, Velour Imports. Velour's unprecedented procurement techniques, eliminates the need for a separate brick-and-mortar warehouse and reduces the problematic issues of controlling and maintaining inventory. But most importantly, enhance the prosperity of the United States.

Velour Imports, LLC connects America's craft breweries with beer aficionados around the world. The organization holds all federal export certificates in compliance with the laws and regulations of the Alcohol and Tobacco Tax and Trade Bureau and purchase orders are typically from distributors, importers and agents representing luxury resorts, hotels, and restaurants throughout the Caribbean, referrals from the U.S. Department of Commerce. The BeerFluence #localgoesglobal campaign is sponsored by Velour Imports.

Contact info

Press Contact: Brooke Sinclair % Velour Imports, LLC Phone/Fax: 888-935-3120 info@velourimports.org