OPERATING ADVISOR · BOARD · CONSULTING

Sharelle Klaus

I spent twenty years building DRY from a kitchen idea into a national beverage brand. We earned national placements, developed markets, worked closely with DSD, KeHE, UNFI, retailers and brokers, raised capital and learned how to manage the economics of growth. I'm now co-founder and CEO of Second Sip. What I bring to founders and investors is practical experience that helps them spot opportunities and make better decisions.

HOW I HELP INVESTORS

I look beyond the growth story to the fundamentals: consumer demand, reorders, distribution costs, margin and a team's ability to execute. I've managed those decisions for years and know where opportunity and risk often sit.

HOW I HELP FOUNDERS

Distribution and broker relationships, retail and hospitality strategy, pricing, margin, fundraising and planning for the next stage. I've spent twenty years learning how to make the most of opportunities while avoiding costly detours.

WAYS TO WORK TOGETHER

1. Defined strategic projects
2. Ongoing operating advisory
3. Investment diligence and portfolio reviews
4. Selected founder advisory

Fees are scoped per engagement. Remote, with travel for selected engagements.

"I've built the companies. I've made the mistakes. I know what it takes."

DRY was in market for twenty years. I learned this business by doing it: building markets, earning national placements, managing distribution and margins, raising capital and working with partners through changing conditions. That experience helps me recognize what a business needs to grow and what can make it stronger for the long run.

RECORD

DRY Soda Co.

Founded in 2005 with a $15,000 home equity loan. Stayed in market for twenty years. Reached 9,000+ stores by 2018, including Target, Kroger and Costco, and sold more than 100M bottles and cans by 2024. Built national and market-by-market distribution and worked with KeHE, UNFI, brokers, retailers and investors. Closed in late 2025.

Second Sip

20% ABV London Dry-style gin, co-founded with Leo Robitschek and Nick Strangeway. Launched in NYC 2025. Southern Glazer's distribution partnership, 2026.

Before DRY

Consultant, Price Waterhouse and Infrastructure Management Group. Founder, Planet Squid. President, Forum for Women Entrepreneurs (Seattle).

Industry

Founding board member, Adult Non-Alcoholic Beverage Association. Co-author, The Guide to Zero-Proof Cocktails (2020). Speaker, BevNET Live and Lo and No Beverage Summit.

Recognition

Seattle Business Magazine Executive Excellence honoree, 2018. Coverage in Inc., Forbes, Bloomberg, Robb Report and Imbibe.

www.sharelleklaus.com/contact