



Kate Shapira Latts

KATE SHAPIRA LATTS was born in 1971 in Louisville, Kentucky to Max and Ellen Shapira. Kate's extended family owns and operates Heaven Hill Brands, the nation's largest family-owned and operated producer of distilled spirits. From an early age, Kate took great pride in her family's company. She recalls how it "permeated all aspects of our life" from family dinners and vacations to science fair projects and school field trips.

"It's just an amazing experience to have, and, from a very early age, formulated my thoughts about family, about business, and about what I wanted to be when I grew up."

Perhaps it's no surprise that even as a young girl, when other children played house, she "played store." She drew inspiration from her aunt, Ellen Shapira, whom she saw as a role model for the kind of professional woman she wanted to become.

"You know, back in the '80s when I was growing up, not very many women had meaningful jobs, uh, meaningful careers, rather, and she did. She was always working when my ki--when my--my, um, cousins were young. She was still able to travel. . . I just always remembered thinking that was pretty cool, like, how was she able to do it all."

Kate earned her economics degree at Duke University in 1993, and met her now-husband, Allan Latts, while earning her MBA at Duke's Fuqua School of Business. Shortly after graduating, they moved to Cincinnati to work at Proctor and Gamble, and then back to Louisville and the family business. Working alongside her brother Andy,

husband Alan, and father Max, Kate is now the Vice President of Marketing for Heaven Hill Brands. She daily deals with a wide variety of projects and enjoys the challenges that come with them. Underscoring the sentiment that the family business enjoys success from "being at the right place at the right time," she relates how she drew her inspiration for PAMA Pomegranate Liqueur from a trip to the grocery store. Kate is often the only woman in industry-related events and is working hard to promote the involvement of women and others in the distilled spirits industry.

Although her Jewish identity figured in her life differently over the years, it has always been strong, growing from her family's blend of cultural and religious Judaism. Her immediate family practices Reform Judaism. Her extended family attends different synagogues, yet they all come together to celebrate Jewish holidays

"Our Judaism is ingrained in us, so that's who we are, so I'm sure part of what we bring to work every day is affected and impacted by that, but it's a bit hard for me to conjure up specifically what those things would be."

Thinking about the future of marketing, Kate emphasizes that it is important

"to understand how to market to someone who is not like you, has different values, different mindsets, different interests and tastes, you have to be really keen on that."

She currently resides in Louisville with her husband Andy Latts and their children Jake and Lindsay.