



ERICA OUTLAW

DIRECTOR OF BUSINESS DEVELOPMENT

Erica Outlaw was born and raised in Louisville, Kentucky. She graduated from Stetson University in 2008 with a Bachelor's of Business Administration with a focus in Family Business and Business Law. After graduation, Erica began working for the world renowned Triple A Five-Diamond resort – The Breaker's in Palm Beach, Florida.

She returned to Kentucky in 2010. During this time, she partnered with a friend to begin Old Vines, LLC – a wine distributing company. After extensive training in the wine industry – Erica then shifted her focus to special events and culinary expertise. She became a graduate of Murray's Cheese School in New York City in 2011, and became involved with Thirsty Girl, a network of women who love food, wine and travel – at both the New York City Wine Expo and the Southern Women Show in Orlando.

Assisting her Father in the start-up of both Crushed Ice Catering and the Ice House, Erica now has mastered the art of successful event planning, catering and general business operations. She is the current Director of both sister companies, the Ice House and Crushed Ice Catering.