



**GRACE HOSPITAL**  
FOUNDATION

**Bill Gould**

Originally from Montreal, Bill's career and life experience have taken him from Quebec to the east coast and eventually to Winnipeg; where he has spent more than 35 years in the liquor industries. Bill got his start in marketing and promotions and eventually moving to sales while working for Molson Newfoundland Brewery, Molson Brewery Winnipeg, and eventually opening his own company in 1990.

Bill is the Founder and former President of WETT Sales and Distribution; Canada's first independent beer distribution company. In over 30 years, Bill grew his company from a small 2 brand distributor into a modest distribution center boasting over 500 brands and 45 suppliers worldwide.

Bill retired in 2021 and continues as the Special Advisor to the President of WETT Sales and Distribution; advising on issues facing WETT in relation to the beverage alcohol industry, the cannabis industry and business operations.

Bill's involvement in the community is far reaching. He has been involved with YMCA/YWCA, Winnipeg Goldeyes Field of Dreams Foundation, Manitoba Restaurant and Foodservice Association and Manitoba Liquor and Lotteries. Bill joined the Grace Hospital Foundation Board of Directors in 2022.