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Red Diamond® Coffee & Tea Ushers in Next Era with Strategic Leadership Promotions

Family-owned company continues legacy with Emily Wood Bowron Forehand and William A. Bowron III at the Helm

Birmingham, Ala. (June 3, 2025)—[Red Diamond® Coffee & Tea](https://www.reddiamond.com), a leader in delivering world-class coffee and tea products for more than a century, is proud to announce the promotions of Emily Wood Bowron Forehand and William A. Bowron III. These strategic appointments reflect the continued commitment of the Bowron family to the growth and future success of the Red Diamond Brand.

“As a fifth-generation family business, our legacy is built on a steadfast commitment to our customers through excellence in the quality of our coffee and tea, unparalleled sales and customer service support, and world-class production capabilities,” said William A. Bowron Jr., Chairman, President, and CEO of Red Diamond. “The advancement of Emily Wood and Will into executive leadership marks a significant step forward in carrying that legacy into the future. Their proven achievements and growth in prior roles stand as a clear testament to their passion, capability, and vision for shaping the continued success of our company.”

Emily Wood Bowron Forehand will now serve as **Executive Vice President**, overseeing the operating arm of the company, including production, distribution, marketing, as well as research and development activities. Over the course of her time at Red Diamond, Emily Wood has led the successful launch of strategic branding campaigns and new products lines, helping to grow the Red Diamond brand nationally. With her new responsibilities, she will leverage her current experience to drive operational excellence, scale production capabilities, and support the company’s continued growth and innovation. A member of the Next Gen National Coffee Association, former president of the Southern Coffee Association, and a committed participant in Birmingham-based organizations, Emily Wood has developed and strengthened key partnerships to showcase the company across the industry and local area.

William A. Bowron III (Will) has been promoted to **Executive Vice President**, and in this new role he will lead all sales efforts for the company, including Away from Home, Retail, and Ready to Drink Tea. Will has a proven track record of driving growth and market share of products sold through the Away from Home Division. In his expanded role, he will serve as the senior executive leader over Red Diamond's Retail Distribution Division with a focus on expanding market share through retail channels. In addition, he has the responsibility for purchasing coffee and tea for the company. An active participant throughout the industry, Will is a current member of Next Gen National Coffee Association, a board member of IFMA: The Food Away from Home Association, and previously served as president of the Southern Coffee Association.

For more information about Red Diamond Coffee & Tea, visit reddiamondbevservice.com.

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About Red Diamond Coffee & Tea

At Red Diamond, we are driven by an obsession to provide a world-class coffee and tea experience. Since 1906, the cornerstone of our company has been our commitment to unparalleled quality, innovation and customer service. Expect Perfection®. For more information visit reddiamondbevservice.com.