



Beach Whiskey Co. Gains National Distribution

The Beach Whiskey Co. has secured distribution agreements that will provide 100% coverage in the U.S. for Beach Whiskey and American Harvest Organic Vodka.



"This is a critical milestone for the Beach Whiskey Co. and our portfolio," said J. Smoke Wallin, CEO of Beach Whiskey Co. "We've built a best-in-class distributor network who believe in the potential of Beach Whiskey and American Harvest Vodka. This was vital to support our extensive National Account customers wishing to roll out nationally. We know that all distributors are facing significant pressure to streamline their portfolios and focus on priority brands. We're gratified that so many have signed on to the Beach Whiskey team."

The Beach Whiskey Co. Distributor network now includes Southern Glazer's Wine & Spirits, Young's Market Co., Beverage Control, Brescome Barton, Empire Merchants, Fedway Associates, Horizon Beverage Group, Lipman Brothers, Mexcor Importers and TN Crown Distributing.

"We have national accounts who had American Harvest and want it back and love Beach Whiskey and are eagerly anticipating its return," added Wallin. "Our core national account strategy has been wildly successful, and now with our distributor partners firmly in place, we're poised for explosive growth on a national scale."

The Beach Whiskey portfolio includes Beach Whiskey Bonfire Cinnamon (35% ABV, about \$24 for a 750-ml bottle), Beach Whiskey Island Coconut (26%, about \$24) and American Harvest Organic Vodka (40%, about \$25).