



## **Winebow Announces Distribution Partnership with Milam & Greene Whiskey in Six States**

**Richmond, VA – December 7, 2020** – Winebow, a national leading distributor of fine wine and spirits, is pleased to announce a new distribution partnership with Milam & Greene Whiskey, an award-winning, independent American whiskey producer. The company began distributing the brand in California, Florida, Georgia, and Washington, D.C. in November, adding the states of Wisconsin and Illinois in December.

“Milam & Greene Whiskey is led by a dream team of passionate whiskey professionals who are crafting some of the finest American whiskeys available today,” said Richard Driscoll, Executive Vice President, Spirits. “Dedicated to distilling excellence and sourcing the best of everything—from the grains to distillates to barrels—they are breaking traditional boundaries to provide the highest quality whiskey for the increasingly savvy consumer. We are honored to represent them and couldn’t be more excited to introduce them to our customers in these markets.”

Texas entrepreneur Marsha Milam founded the distillery of Provision Spirits in Blanco, Texas, a small town in the Hill Country near Austin, in 2017. With the help of renowned whiskey expert Heather Greene, she introduced Ben Milam Whiskey; the two women formed a partnership two years later and launched their own whiskey range with Milam & Greene Whiskey.

“Since launching the Milam & Greene Whiskey brand, our whiskeys have earned amazing accolades and garnered attention nationwide,” said Heather Greene, CEO and master blender of Milam & Greene Whiskey. “We knew it was the right time to expand our distribution to several states outside of our home state of Texas. Winebow’s national distribution platform, deep market insights, and connections made them an easy choice for us as a distributor partner.”

Milam & Greene is notable for its powerhouse team, which has more than a half-century of whiskey making experience. Greene is the author of the invaluable *Whisk(e)y Distilled: A Populist Guide to the Water of Life* and previously ran the whiskey program at New York City’s Flatiron Room. Master Distiller Marlene Holmes spent 27 years at Jim Beam under the Noe family, and is highly regarded as a pioneer female distiller. Their chief brewer, Jordan Osborne, was previously the lead brewer at an award-winning brewery in Colorado.

The team’s approach to making whiskey is innovative in that it involves distilling whiskeys both in Texas and Holmes’s home state of Kentucky, using their own mash bill and proprietary yeast. In addition to distilling in multiple locations, they blend, batch, source, finish, and hand-bottle bourbon and rye whiskey, using distillates from throughout the country and the best casks they can find from around the world.

Winebow currently distributes the following whiskeys from Milam & Greene Whiskey: Triple Cask Bourbon, Port Finished Rye, and Single Cask Bourbon.

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### **About Milam & Greene Whiskey**

Provision Spirits was founded in 2017 and produces its flagship brand Milam & Greene Whiskey. The distillery is led by an all-star team of whiskey experts with more than 58 years of American whiskey making experience including CEO, partner and master blender, Heather Greene, veteran Kentucky master distiller Marlene Holmes and chief

brewer Jordan Osborne. Provision Spirits' Milam & Greene is named for the partnership formed between Texas entrepreneur Marsha Milam and whiskey expert Heather Greene. Provision Spirits believes brilliance in independent whiskey making requires the integration of the highest quality distilling, aging, blending, batching, proofing, sourcing, finishing and bottling practices to achieve complexity and balance to please the most demanding palate. For more information visit: [www.milamandgreenewhiskey.com](http://www.milamandgreenewhiskey.com). Connect with Milam & Greene Whiskey on [Facebook](#), [Instagram](#) and [Twitter](#).

### **About Winebow**

Winebow is a national importer and distributor that offers a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow's national distribution platform comprises 19 markets that cover 65 percent of the wine consumption in the U.S. Winebow Imports, representing over 100 estates from Europe and the Southern Hemisphere, balances its impressive growth with a culture of specialization and excellence. With a commitment to exceptional service, Winebow strives to be the best partner to its customers and suppliers, and to inspire a passion for fine wine and spirits nationwide. For more information, please visit [www.winebow.com](http://www.winebow.com).