



WINEBOW

FINE WINE + SPIRITS

Winebow Announces Partnership with Long Island Spirits to Distribute LiV Craft Vodka Cocktails in Fifteen Wholesale Markets



Richmond, VA – February 2, 2021 – Winebow, a national leading distributor of fine wine and spirits, is pleased to announce a partnership with Long Island Spirits to distribute the newly launched LiV Craft Vodka Cocktails can line in fifteen wholesale markets.

“Winebow has a long history with Rich Stabile and Long Island Spirits, and it’s a relationship that is important to the entire team,” said Richard Driscoll, Executive Vice President, Spirits. “We’ve been blown away by our customers’ response to this launch, and are thrilled to be able to further our relationship with Rich by selling this line throughout Winebow’s national distribution network.”

The LiV Craft Vodka Cocktails line comes in four flavors:

- **Southampton Lemonade:** Pure authentic refreshment; the taste is fresh and sultry, summer morning in an Italian lemon grove
- **Watermelon Crush:** Lusciously sweet vine-ripened melon flavor, stunningly sunny bright, crisp and refreshing
- **Last Summer Lime Fizz:** Incredibly sweet aromatics and flavors combine with an elegant balance between sweet and sour, delivering a true Brazilian Caipiroska experience
- **Long Island Cold Brew Tea:** Thirst quenching delightfulness coupled with light sweetness and a hint of Eureka Lemon

Each flavor is 100% all natural, sugar and gluten free, 5% ABV, and 100 calories per 12 ounce can. Sleek and modern in its design, the line’s white cans display the “LiV” letters in the symbols of the International Marine flag, each with a unique color that reflects the flavor in the line. Cans are packaged 24 to a case, with each case holding six 4-packs. The suggested retail price is \$11.99 per 4-pack.

Award-winning LiV Standard Edition Vodka is the base for the canned cocktails, and is blended with sparkling and all-natural juices and flavors. LiV Standard Edition Vodka has been distilled by Long Island Spirits since 2007, and is made sustainably from local Long Island corn in pot and column stills. To coincide with the launch of LiV Craft Vodka Cocktails, LiV Standard Edition Vodka is being relaunched with an entirely new design similar to the cocktail line, and will also be available in the same markets.

“We spent several years developing these special cocktails, and they have dramatically exceeded everyone’s expectations,” said Rich Stabile, Founder, Long Island Spirits. “Having Winebow’s support for this launch is extraordinary and will no doubt help ensure its success. Together we believe this will be a true game changer in the canned cocktail category.”

For more information, please visit www.livcans.com.

About Long Island Spirits

Long Island Spirits was established in 2007; as the first distillery on Long Island since the 1800's and became the 100th Distillery in the United States of America. Surrounded by centuries old of potato, corn and rye farms, the distillery is located on the bucolic North Fork of Long Island, in the heart of the acclaimed wine region. The North Fork boasts over 70 wineries and dozens of pre-revolutionary family-owned farms that have been blessed with a microclimate that is very similar to the Bordeaux region in France. Housed in twin-cupola barn that has been repurposed into a state-of-the-art Craft Distillery. Long Island Spirits is proud of its sustainable distillery practices and the innovative fermenting, distilling and blending techniques it has pioneered and the fact that all our spirits are non-chill filtered. Our brands include LiV Vodka, LiV Craft Canned Cocktails, Rough Rider & Pine Barrens Whiskies, Deepwells Gin and Sorbetta Liqueur’s, which are distributed nationally and in Canada. For more information, please visit www.lispirits.com.

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.