



Demitri's
ALL NATURAL
**BLOODY MARY
SEASONING™**

The Quest for the Perfect Bloody Mary has Ended:

Heritage Distilling Co. and Demitri's Bloody Mary Seasoning Launch Industry's First Ever "Seasoned" Vodka

*"D's Seasoned Vodka" designed to pair specifically with
Demitri's Bloody Mary Seasonings for the Perfect Bloody Mary Every Time, In No Time*

For Immediate Release

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SEATTLE, WA (June 14, 2017) – Two industry leaders in the adult craft beverage space today announced the creation of the industry's first ever Seasoned Vodka, an herbaceous vodka crafted specifically for the perfect Bloody Mary. Demitri's Gourmet Mixes, North America's most awarded Bloody Mary and makers of Demitri's Bloody Mary Seasonings, teamed up with Heritage Distilling Company, North America's most awarded craft distillery for the past four years, to make and distribute the most significant new vodka to hit the market in years: *D's Seasoned Vodka*.

"For nearly 30 years I have focused on helping bartenders and everyone else make and enjoy the perfect Bloody Mary. My passion started as a bartender when I wanted to make the best tasting Bloody Marys possible, quickly and consistently. I always made my Bloody Marys from scratch because I couldn't find a single pre-made Bloody Mary mix on the market that could compare with a fresh, handmade-quality Bloody Mary. I decided to batch my scratch ingredients, the Worcestershire, fresh horseradish, celery, black pepper and my other secrets so my staff and I could simply add them to tomato juice in one step. The one thing that was always missing was *the* perfect vodka to pair with my seasonings. I've always loved using infused vodkas for my Bloody Marys, so I got together with my friends at Heritage Distilling Company to create my own, infused vodka with fresh rosemary & thyme, roasted garlic, black pepper, sun-dried tomatoes and some additional secret ingredients," said Demitri Pallis, founder of Demitri's Gourmet Mixes and Bloody Mary Seasonings. He added, "If you love a tasty Bloody Mary, this vodka takes it to the next and final level. Now everyone can enjoy a hand-crafted quality Bloody Mary that's 'Perfect Every Time, In No Time'."

"We were thrilled when Demitri approached us to work on this special project. As two family owned companies from the Seattle area, and creator of the industry's best Bloody Mary seasonings, we were eager to work with him," said Justin Stiefel, CEO and Master Distiller at Heritage Distilling. "This is a Seasoned vodka, not a flavored vodka," Stiefel stressed. He added, "With all of the discussion in the industry right now about flavored vodkas and the litany of fake flavors that are out there, we want people to know this Seasoned vodka is a true craft product designed with one singular focus in mind – pairing with Demitri's Bloody Mary Seasonings to make the ultimate Bloody Mary. Unlike the long lines of mass-produced, "flavored" vodkas on the market that are full of artificial chemicals and fake sweeteners, there is not a single artificial item in our Seasoned vodka recipe. It follows in the

footsteps of our full line up of 100 percent naturally flavored vodkas that we introduced in 2014. *D's Seasoned Vodka* is the next natural step for our company, and fans of Bloody Marys will be very happy with the result.”

Taking more than 15 months to research, develop, and perfect the final flavor profile, *D's Seasoned Vodka* is distilled from corn, making it gluten free, and macerated in batches using a proprietary blend of 100 percent natural herbs and spices. It is then filtered and bottled at 80 proof. The result is an herbaceous, bold and balanced vodka that makes any other vodka for Bloody Marys obsolete. The flavor profile of the *D's Seasoned Vodka* also lends itself to mixing with tequila for Bloody Marias or for mixing in Bloody Caesars. Heritage Distilling staff also report *D's Seasoned Vodka* mixes well as an oyster shooter and for use in marinating meats and mixing with other savory food dishes. The label carries the familiar red and brown branding of the famous Demitri's Bloody Mary Seasonings.

THIS COLLABORATION between the master distillers at Heritage Distilling and Demitri, the creator of Demitri's Bloody Mary Seasonings, was crafted as the perfect complement to Demitri's award-winning Bloody Mary Seasonings. Made with a proprietary blend of savory and sweet herbs and spices, it creates the world's most exceptional Bloody Marys. Now, in addition to having The Bartender's Choice® for Bloody Mary Seasonings, you can have the Bartender's Choice® for vodka. Perfect Every Time in No Time!

THE BARTENDER'S CHOICE®

D's™

ALL NATURAL SEASONED VODKA FOR BLOODY MARYS
and other tasty creations

VODKA WITH FRESH ROSEMARY & THYME, ROASTED GARLIC, BLACK PEPPER, SUN-DRIED TOMATOES AND OTHER SAVORY SPICES!

CRAFTED BY **HERITAGE, DISTILLING CO.**

FROM THE MAKERS OF **Demitri's BLOODY MARY SEASONINGS**

40% ALC. BY VOL. (80 PROOF) 750 ML
Spice sediment is a natural part of this product. Shake well before enjoying.

PRODUCED AND BOTTLED BY: Heritage Distilling Company, Inc. Gig Harbor, WA 98335
HERITAGE, DISTILLING CO. heritage.distilling.com

DEMITRI'S Gourmet Mixes, Inc. P.O. Box 8423 Seattle, WA 98124 (800) MARY MIX demitris.com

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

D's Seasoned Vodka Label



D's Seasoned Vodka shown with Demitri's Classic Bloody Mary Seasoning

Demitri noted, “Over our 28 years in the market we have been approached by some of the biggest vodka makers in the industry to team up on product concepts, and we have sampled lots of different vodkas from all over the world. Heritage Distilling is a local company that we’ve always admired. Their craft products are amazing in their simplicity and true to the intent of their flavors. There is a reason Heritage Distilling has won more awards than any other craft distillery in North America for the last 4 years, and we’re excited and proud to be working with Heritage to create the first Seasoned vodka truly designed for Bloody Mary fans, and fans to be.”

Stiefel added, “This amazing craft vodka is 100 percent all natural with no artificial flavorings, chemicals or sweeteners. Everything you taste in the bottle was harvested from a real plant or as a mineral. To confuse this with just another mass produced, artificially flavored vodka would be a disservice to this amazing craft product. To be

partnered with the top Bloody Mary brand in America – Demitri’s - is a tremendous honor for our craft brand”. He stated, “The consistency of this Seasoned Vodka is top notch and enables on-premise accounts to serve more Bloody Marys per seating, with consistency, while keeping their margins high and reducing their pour costs. This is a significant innovation for the industry.”

D’s Seasoned Vodka officially launches in state liquor stores across Idaho in June with contemporaneous select local releases in Washington and Oregon. It begins distribution in Michigan in July. Thereafter the product will enter distribution to other areas across the US. It will be priced at \$24.95 retail for a 750 ml bottle and will also be available in 50 ml sizes in selected markets.

About Demitri’s Seasonings: In 1988, working at the popular jazz club, The New Orleans Restaurant in Seattle's Pioneer Square, Demitri Pallis was frustrated at the inconsistent flavor and quality of his bar's Bloody Marys. Like in many establishments, from bartender to bartender, a customer couldn't count on getting a consistent and delicious Bloody Mary, so Demitri set out on a journey in mixology that would change the course of his life. It took him over a year to develop his recipe for the perfect Bloody Mary, but with the help of dozens of unsuspecting customers telling him, "too hot, not hot enough, needs this or that," he was able to create what is now the world’s most award-winning Bloody Mary recipe ever, winning over 90 national tasting competitions, awards and special recognition.

At the end of it, Demitri was armed with a recipe that is now synonymous with the perfect Bloody Mary. Instead of battling the age-old effort to get everyone to follow a complex recipe, Demitri mixed his fourteen natural ingredients in advance so that any of The New Orleans' bartenders could simply add a shot glass of his mix to tomato juice and they'd have it. This resulted in an always fresh, perfectly consistent Bloody Mary that nobody could touch.

28 years later, Demitri's All Natural Bloody Mary Seasonings sell in hotels, bars, restaurants, nightclubs and grocery stores in all 50 states and is the leader in the premium Bloody Mary Seasoning category. Demitri’s also makes a 100% certified organic Margarita Mix, branded salt rimmers, pepperoni straws, and he recently released his first pre-packaged Bloody Mary mix in 1 liter glass bottles. Both bottled products, the pre-mixed Bloody Mary and the Margarita mixers, are non-alcoholic and require customers to add only vodka, tequila or other spirits. More information can be found at www.demitris.com.

About Heritage Distilling Company:

Heritage Distilling Company, Inc. (HDC) is among the top premier craft distilleries in the United States, making a variety of whiskeys, vodkas and gins from as many local ingredients as possible. HDC is one of the largest craft distilleries on West Coast and it is the most awarded craft distillery in North America by the American Distilling Institute for the past four years, out of more than 1,300 craft distilleries.

HDC’s line of spirits include the *Elk Rider* series, the *HDC* series featuring more than 20 naturally flavored vodkas, the *BATCH NO. 12* line of spirits and HDC’s newest product, *BSB-Brown Sugar Bourbon*. *BSB*, along with its higher proof cousin, *BSB-103* (bottled at 103 proof), is quickly becoming one the fastest growing brands in the region. HDC’s products can be found in bars, restaurants and retailers in more than 20 states and selectively in Canada.

HDC currently operates in Washington State, home to more than 110 distilleries – the most of any state in the nation – and Oregon. HDC owns two production distilleries in Gig Harbor, WA, with tastings, tours and retail sales at both locations. HDC’s newest full scale production distillery opened in Eugene, Oregon in October 2016 and was immediately one of the largest craft distilleries in Oregon upon its opening. More information can be found at www.HeritageDistilling.com.

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