



For Immediate Release

Bakon Vodka Signs with Southern Wine & Spirits and Expands Relationship with Republic National As Sales Approach One Million Dollars

Company Adds Strategic Partnerships to Reach All 50 States and Canada by Year-end

Seattle – June 7, 2011 – The world’s first ‘meat-flavored spirit’, Bakon Vodka (www.bakonvodka.com), today announced a new partnership with the number one distributor in the United States, Southern Wine & Spirits. Bakon Vodka has also strategically expanded its partnerships with Republic National Distributing Company and California’s BevMo! stores to increase product accessibility as a result of growing demand for the [bacon vodka](#) infusion. Currently available in 32 states, the acclaimed and award-winning spirit is expected to be available in all 50 states and break sales of one million dollars by year-end.

“Building new relationships with top notch distributors is going to take us from unique to mainstream,” remarked Sven Liden, Bakon Vodka co-founder. “Southern Wine & Spirits represents some of the nation’s top spirits and aligns well with our efforts to create strong ties to distributors that can put Bakon Vodka into the hands of customers.”

Launched in 2009, Bakon Vodka’s premium quality [potato vodka](#) has experienced unprecedented growth. In just two years, Bakon Vodka has garnered taster’s choice awards from beverage critics at home and abroad, national media attention in lifestyle publications and late-night programs, and a solid fan following of mixologists and cocktail connoisseurs searching for an alternative to fruit [flavored liquor](#). Small distilleries have also begun looking to Bakon Vodka as a leader in the independent spirits industry.

"Bakon Vodka has consistently gained recognition for its flavor from fans, but in the past year, we're thrilled to have captured the taste buds of our critics too," said Mr. Liden. "Bakon has grown from a novelty to a necessity for the well-stocked bar. From foodies and high-end

mixologists to at-home bartenders, people choose Bakon Vodka for truly innovative cocktail creations.”

With recent launches in Florida and Texas, the company aims at nationwide availability by year-end, with international expansion plans in Canada and European markets for 2012.

[Bakon Vodka](#) retails for around \$30 and can be found in bars, restaurants and liquor stores nationwide. Distributor information, recipes and where to find Bakon Vodka can be found at www.bakonvodka.com

About Bakon Vodka

Born in Seattle in 2009, Bakon Vodka began with an interest to infuse a smoky peppered-bacon flavor into a premium potato vodka. The resulting bacon-flavored liquor is column distilled with superior quality Northwest potatoes to create a smoky and savory, yet clean and crisp bacon vodka ideal for mixing carnivorous cocktails. Today, Bakon Vodka is sold in the majority of the US and has gained international attention. Awarded 93 points and Publisher’s Pick by Tasting Panel Magazine, a 2010 BTI International Spirits Competition Gold Medalist, and a feature in numerous late night shows, men's and lifestyle magazines, and national publications, Bakon Vodka continues to be a fan favorite in the infused liquor category and the go-to choice for the “Best Bloody Mary” around.

###

For more information or media inquiries, please contact:

Tanya Mahr
Revolution PR for Bakon Vodka
tanya@revolutionpr.com
206-227-4774

Sven Liden
Black Rock Spirits
press@blackrockspirits.com
206-786-7473