



For Immediate Release

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**SPIRIT OF THE USA, NEW U.S. DISTILLERY
WINS 5 MEDALS AT INTERNATIONAL COMPETITION**

SAN FRANCISCO, CA, March 28, 2008 – In the great tradition of improbable success by the underdogs, Spirits of the USA, the industry’s newest distillery, has walked away with five medals in an international spirits competition.

Spirits of the USA is still in discussions with distributors, yet has already won five medals at the San Francisco World Spirits Competition. The contest is the first comprehensive, international spirits judging held annually in the United States.

Spirits of the USA received medals for the following products:

- GOLD MEDAL, Coyote Jalapeno Vodka,
- SILVER MEDAL, Rattle Snake Jalapeno Tequila
- SILVER MEDAL, Rattle Snake Tequila,
- BRONZE MEDAL, Coyote Vodka,
- BRONZE MEDAL, Black Widow Gin,

Spirits of the USA was started by Michael Gerard, an experienced veteran of the hospitality industry. In a business characterized by mega international distilleries, Gerard is looking to reinvent the liquor industry in the same way that craft breweries changed the beer business two decades ago.

The company has chosen a craft-distillery approach by using premium ingredients, distilled in smaller batches and distributed by developing close relationships with customers.

Company representatives will travel on distributor routes to introduce the product on a one-to-one basis. “We want to stay closer to our product and to our customers,” says Gerard.

Gerard realized that the liquor industry giants, typically based overseas, take advantage of the American market. “These multinational companies do very little to support their customers, namely the independent bar and liquor store owners,” explains Gerard, “except for the occasional free t-shirt or price break on large orders. Our marketing approach is to engage bar owners, independent retailers and the consumer directly.

Gerard is hoping to bring back another missing element to the spirits industry – in a word, “fun.” The company will sponsor themed parties and activities, including monthly full-moon events – howling competitions, pub crawls and dance events – that celebrate the company’s trademark characters. “We want to support the bar owner by sponsoring regular promotions that build business throughout the week, month after month,” says Gerard.

The company will also support bar owners through online ordering of POS promo items, a Rewards program, ready-to-run Web sites and other business solutions. “We want to return the industry to a reciprocal way of doing business,” says Gerard, “where the customer, the distributor and the supplier all have mutual respect for each other.”

The Products – Spirits of the USA is the industry’s first full-line producer of premium liquors – from vodka to tequila and everything in-between. The company’s name comes from the fact that all eight products (excepting tequila, of course) are produced in the United States. The products are further Americanized by their “high-octane” 90-proof formulations. “We’re looking to put the power back into the bottle,” says founder Gerard.

Spirits of the USA offers premium liquors priced in the “call” range. Domestic production, reduced overhead and unique packaging keep the price point lower than comparable premium products. The full line is packaged in unique low-carbon footprint PET bottles and delivered in convenient 12-packs and 2-packs at the wholesale level.

Spirits of the USA is being launched with a full slate of original mixed drink recipes built around eight initial products:

- **Spirits USA Coyote Vodka** – “*Official Vodka of the Full Moon*”

- **Spirits USA Coyote Jalapeno Vodka** – *“The World’s First Jalapeno Vodka – Ready for Spicy Mary’s”*
- **Spirits USA Coyote Mango Vodka** – *“Fresh Mango Transports the Tropics Directly into your Drink”*
- **Spirits USA Black Widow Gin** – *“Re-Inventing the Gin World without the Sting”*
- **Spirits USA Dead Man’s Dark & Spicy Rum** – *“Aargh, Captain, Spice with Some Flavor”*
- **Spirits USA Dead Man’s Mango Rum** – *“Fresh Mangos with Island Flavor, M’on”*
- **Spirits USA Rattle Snake Tequila** – *“Smooth Agave without the Bite”*
- **Spirits USA Rattle Snake Jalapeno Tequila** – *“Smooth and Spicy Co-exist at Last”*

Spirits of the USA will make its world debut at the San Francisco World Spirits Competition, the first comprehensive, international spirits judging held in the United States on an annual basis. The judging, held March 15-16, 2008 at The Mandarin Oriental Hotel, San Francisco is NOT open to the public.

About the company – Spirits of the USA LLC is a privately held company founded in 2007 by Michael Gerard. The founder has been involved with the hospitality and distributing industry for over 20 years.

Spirits of the USA was formed to produce the world’s first and best full line of liquor. All of its products, except tequila, are produced and packaged in the United States with a "craft distillery" approach.

The product line is being initially rolled out in key U.S. markets, including Florida, South Carolina, Texas, New York, Missouri and Ohio. The company hopes to extend its reach to the global market within its first three years. To learn more, contact Michael Gerard at 886-795-5463.

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