



**Contact:** Res Publica Group / Kevin Owens  
**Phone:** 312-755-3512

## **Breakthru Beverage Group Launches Relationship with Seedlip**

**(XXXX, XXXX)** – Today, Breakthru Beverage Group announced its expansion in sales within Illinois through the representation of Seedlip, a nonalcoholic spirits brand dedicated to changing the way the world drinks. The alcohol wholesaler's newly launched relationship with Seedlip will be effective November 15.

"Our mission at Seedlip is to solve the dilemma of 'what to drink when you're not drinking' especially during the holiday season and we strongly believe this partnership will help us achieve that goal" said Seedlip Founder, Ben Branson. "We are excited to work with Breakthru Beverage Group and can't wait to grow our presence in Illinois."

The new partnership is an example of Breakthru's commitment to a changing market which has had an increasing emphasis on health and wellness. According to research commissioned by *Distill Ventures*, 52 percent of U.S. consumers are looking or have looked to drink more no or low abv drinks in the last year causing a need for more nonalcoholic beverage options. Seedlip and its addition to Breakthru's footprint aims to capitalize on these rising trends with three nonalcoholic spirits that are all sugar, sweetener, calorie and allergen free.

"We are thrilled to begin this partnership with Seedlip. Their commitment to providing excellence and an authentic taste is respected and well known in the spirits industry," said Kevin Roberts, Executive Vice President of Sales and Marketing, Breakthru Beverage Group. "Breakthru is devoted to building a strong, diverse portfolio that not only meets the demands of consumers, but also shares a commitment to quality and innovation. We look forward to working with Seedlip and are excited to foster the development and growth of their company."

### **About Breakthru Beverage Group**

Breakthru Beverage Group is one of the leading alcohol wholesalers in the United States and the largest broker in Canada representing a full total beverage alcohol portfolio of spirits, wine and beer. Across all markets, Breakthru aligns a nimble and insightful approach to sales, marketing and operations. Family ownership is active in the business and committed to being stewards of heritage and champions of innovation. For more information, visit [www.BreakthruBev.com](http://www.BreakthruBev.com).

### **About Seedlip**

Headquartered on a farm in The Chilterns, England, Seedlip is a nature company dedicated to changing the way the world drinks by pioneering the world's first distilled non-alcoholic spirits. Solving the dilemma of 'What to drink when you're not drinking<sup>®</sup>', Seedlip offers a sophisticated alternative to overly sweet or fruity options and is served in over 7,500 prestigious cocktail bars, hotels, restaurants &



retailers across London, Barcelona, Stockholm, Berlin, Copenhagen, Milan, Hong Kong, New York, Los Angeles, San Francisco, Sydney & Melbourne.

Seedlip's history stems from an ancient book published in London, in 1651, called *The Art of Distillation*, offering forgotten copper-pot distilled, non-alcoholic remedies now repurposed to champion a new non-alcoholic drinks category. Served with tonics or in non-alcoholic cocktails, the brand's first incarnation, Seedlip Spice 94, is an aromatic blend of individual bark, spice and citrus distillates. The brand's second offering which launched in 2016, Seedlip Garden 108, has green and floral notes created through individual copper pot distillates including hand-picked peas and hay from the founder's family farm and traditional herbs including spearmint, rosemary and thyme. The third Spirit from Seedlip launched in 2018, Grove 42, is a celebration of the Orange; an adult, citrus blend of copper-pot distillates including Bitter Orange, Mandarin, Blood Orange, Lemongrass, Ginger & Lemon.