



## Salute American Vodka 2017 Media Fact Sheet

**WHAT:** Salute American Vodka is a premier, award-winning craft vodka and America's most patriotic spirit. The company's mission is to produce world class one hundred percent American-made products and spirits. The first dollar from every bottle purchased goes directly to organizations that support veterans and other American heroes in their pursuit of furthering their careers, starting small businesses, and achieving the American dream. Every dollar of the company's financial contributions directly support organizations that provide programs and services for American heroes, including active, retired, and wounded veterans.

**HOW:** True to its name, Salute American Vodka is USA Certified™, which means that the company is creating American jobs through agriculture, manufacturing and sales. From the printing of its labels to the creation of its signature red, white, and blue 750ml bottles, which are modeled after World War II standard issue GI canteens, Salute American Vodka is one hundred percent U.S. manufactured and distributed. A native spirit made for and by Americans in a marketplace infiltrated by foreign brands, the vodka is made with corn and wheat grains from the heartland and is distilled four times for a thicker pour and smooth, clean, and odorless taste. Most recently, Salute American Vodka won the 2017 Ultimate Spirits Challenge Great Value award for the spirit's "very good" taste and the San Francisco World Spirits Competition 2017 Silver Medal for showing refinement, finesse and complexity in its "outstanding" category. At once, Salute American Vodka is creating a quality spirit for the public while supporting the U.S. economy, creating jobs, and helping servicemen and women transition from military to civilian life.

**WHY:** Salute American Vodka produces spirits with soul sold at one dollar a bottle to assist American heroes, a sometimes overlooked population. There are hundreds of organizations nationwide working with the nearly 20 million active or retired veterans who have bravely sacrificed for our country, helping them to build financial stability, acquire jobs, secure housing and get the emotional and physical help that they need. Salute American Vodka partners with nonprofits, such as [Work Vessels for Vets](#), and retailers across the country to give thanks to veterans, award scholarship money, laptops, transportation vehicles, provide job opportunities and more. Patrons have the opportunity to localize the dollar by nominating resident heroes to receive support in their communities through the company's program Salute American Heroes. In 2017, the company aims to impact five different veterans through donations to charities that support those veterans' pursuit of the American dream. Salute American Vodka has an award-winning taste with an honorable social mission. Why drink any other vodka?

**WHO:** Target markets include vodka drinkers nationwide, with an emphasis on millennials, and craft and American-made spirit wholesalers and retailers who want to make a difference in their communities. There are more than 1.6 million retired, active or wounded veterans nationwide. Millennials represent 32 percent of spirit consumers. According to a recent study, 91 percent of millennials are likely to switch brands to one that is associated with a good cause, given similar price and quality.

**WHERE:** Salute American Vodka is bottled and distilled in Rochester, NY. To learn more about the brand and its impact or to find a retailer that carries Salute American Vodka near you, visit: [www.saluteamericanvodka.com](http://www.saluteamericanvodka.com).

★ Salute American heroes. Raise a glass and recruit others to join the Salute American Vodka mission. ★  
Always drink responsibly.

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