



Launch Party, Fundraising Initiative Announced by Branford-based Craft Vodka Company

By Press release from Salute

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Salute American Vodka is hosting a launch party Friday, April 21 at Anna Liffey's in New Haven. The company also has launched a fundraiser for veterans. (Photo courtesy of Salute American Vodka)



Madison native and Daniel Hand High School graduate Mike Lutz, the operations manager of Salute American Vodka (Photo courtesy of Salute American Vodka)

Salute American Vodka, a craft vodka company based in Branford, has announced a new partnership with Brescome Barton, Inc., the largest wholesale distributor of spirits, wine, and beer in Connecticut. The partnership will bring Salute American Vodka from more than 90 locations already sold to nearly every retailer across the state. The first dollar of every bottle sold goes directly to organizations that provide programs and services for veterans and other American heroes.

A launch party, open to the public, will be Friday April 21 at 5 p.m. at Anna Liffey's, 17 Whitney Avenue, New Haven.

"We are proud to partner with Brescome Barton, a distributor that will not only help Salute American Vodka to expand across the state but a company that holds similar conscious business standards," says Mike Lutz, a Madison native and Daniel Hand High School graduate who is operations manager of Salute American Vodka. "At Salute American Vodka, we have a product with a social mission and we put the mission first. One hundred percent of every Salute American Vodka dollar contributed goes directly to organizations that help veterans and other American heroes in their local communities."

For more information, visit www.saluteamerican.com.