



# Distill Brands International Becomes the Official Vodka Of MLB

July 8, 2022

Major League Baseball and Distill Brands International (DBI) today announced a new multi-faceted sponsorship agreement that extends across television, digital media and retail locations making Distill Brands the Official Vodka of MLB in the United States and Canada. Through this new multi-year partnership, DBI plans to promote its full assortment of Super Premium and Premium Vodka with integrated branding across MLB's broadcast and digital platforms including MLB Network and MLB.com. In addition, DBI will begin selling products at retail locations in California, Florida and New York that will include MLB promotional displays during the first quarter of 2023. DBI will then continue expanding retail opportunities throughout North America in restaurants and storefronts as promotion of the MLB partnership grows.

"We are extremely proud to partner with MLB, the most historic sports league in North America. We look forward to bringing MLB fans and DBI customers together in celebration of the great game of Baseball," said Paul Neelin, Founder and CEO of DBI.

As part of the new partnership, for fans age 21 and older, DBI will bring to market Vodka beverages with unique baseball branding, which may include Premium Vodka, Super Premium Vodka (both retailed in 1.75 liter and 1.0 liter eco-friendly flex bags), Vodka-Spiked Mixers (200ml - four flavors - RTD), Vodka-based "Ready to Freeze Slim Pops" and the 750ml Vodka Glass Collector Baseball Bat.

The multi-year partnership supplies DBI with marketing and activation rights across MLB Jewel Events including MLB All-Star Week and the World Series presented by Capital One. During these key times on the baseball calendar, fans can expect to see DBI retail promotions and sweepstakes opportunities in their local stores.

"With their breadth of creativity and experience in the industry, DBI is a great addition to the MLB lineup of official sponsors," said Noah Garden, MLB Chief Revenue Officer. "We look forward to working together over the coming years."

**ABOUT DISTILL BRANDS INTERNATIONAL:** DBI, based in both Santa Monica, CA USA and Ontario Canada was established in 2018 by the Founders Paul Neelin and Diane Hope as the world's first company to bring a direct alcohol – 40% ABV – 80 Proof and retail it in 1.0 liter and 1.75-liter disposable eco-friendly flex-bags. With focus on the outdoor lifestyle, our convenient, shatterproof, lightweight flex bags also take 80% less space than traditional spirit bottles. Under the DBI / MLB Stadium Series Brand we will also be launching four (4) MLB RTD drinks retailed in 200ml Bottle cans, along with announcing several co-

branding and co-packing partnerships in the near future. For additional information on Distill Brands International please visit [www.distillbrands.com](http://www.distillbrands.com)

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