

INTELLIGENCE FOR THE GLOBAL DRINKS BUSINESS

BEVERAGEWORLD



Davos Brands Partners with Aviation Gin

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Davos Brands, an importer and marketer of luxury sakes, wines and spirits, welcomes into its portfolio, Aviation American Gin. Created by House Spirits Distillery, Aviation American Gin will join premium brands TY KU Sake and The Real McCoy Rum in Davos Brands' roster. Davos Brands partners with up-and-coming best in class wine and spirits brands to develop and execute innovative sales and marketing strategies under the leadership of the Company's Vice Chairman, Guillaume Cuvelier, founder and former CEO of Svedka Vodka.

"We are honored and absolutely thrilled to welcome Aviation American Gin to our portfolio" says Cuvelier, "The taste profile of Aviation is not only subtle, delicate and very well balanced, but also appeals to many non-traditional gin drinkers who are looking for a new experience. Our team is excited to bring the brand to the next level on all distribution and marketing fronts."

Inspired by America's cocktail heritage, Aviation American Gin brings together traditional craft distilling with a blend of exotic spices and botanicals to make a balanced, structured spirit. American Aviation Gin is made from all-natural ingredients including gluten-free American grain spirit. Not only is Aviation Gin the result of the first bartender-distiller partnership in the history of the spirits industry, it is also the highest rated gin in the world (97 points, *Wine Enthusiast*). "Aviation is already one of the industry's rising stars, and with the exceptional Davos Brands team as our partners we look forward to unleashing the brand's full potential," says Thomas Mooney, House Spirits Distillery co-owner & CEO and president of the American Craft Spirits Association.

Davos Brands and top US distributors, including Southern Wine & Spirits will immediately focus on distribution of Aviation American Gin throughout the 50 states to accelerate and expand the brand's presence as well as its marketing reach.