

Liquor Group and Drinks Americas Play the Trump Card

By Liquor Group

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Liquor Group, the innovative spirits distributor, was signed by Drinks Americas Holdings, Ltd. originally to represent Drinks Americas' brands, Trump Super Premium Vodka, Trump Premium Flavors Vodkas, Willie Nelson's Old Whiskey River Bourbon, Cohete Rum, Damiana Liqueur, Aguila Tequila, and the soon to be released Dr. Dre Chronic Cognac and Dr. Dre Topless Sparkling Vodka in Michigan. Today Liquor Group and Drinks Americas Holdings have announced that the further strengthening of this working partnership by signing Liquor Group to represent Drinks Americas' Premium brands in 16 of the 18 U.S. Control States. "Our first strategic maneuver was in Michigan and the New England States, then our efforts naturally progressed into the other Controlled Liquor States." says, Steve Dodge, Vice President of Control State Operations for Liquor Group Wholesale, "This is a strong friendship and a great working relationship we are developing between Drinks Americas and Liquor Group."

Trump Vodka has received a "90-95", "Superb Highly Recommended" rating from Wine Enthusiast Magazine. As well as a "Four Stars", "Highly Recommended" rating from F. Paul Pacult's Spirits Journal. Trump Super Premium Vodka is produced by third generation Master Distiller, Jacques da Lat at the Wanders Distillery in Holland. Trump is distilled 5 times from select European wheat and aged for 6 months in stainless steel tanks. Then the vodka is filtered through a carbon filtration process twice, run through a 9-column filtration process, and then carbon filtered two more times before resting in stainless steel tanks before bottling. The bottle itself is testimony that the Trump marketing people were put to good use for its design. The bottle's clean luxuriously sleek lines and style are reminiscent of the real estate mogul's skyscrapers. The two sides with golden façade and a capital "T" will not let you forget whose vodka you are drinking. Trump Super Premium Vodka is smooth, pleasant and warm on the palate. The profile finishes with a warm glow and a hint of citrus undertone on the tongue.

Trump Premium Flavored Vodkas are the extension of the Trump Super Premium Vodka product line which includes the flavors, Citron, Raspberry, Orange and Grape, further establishing the brand in the premium vodka industry. Trump Premium Flavored Vodka will exceed all expectations in taste and quality. Having followed the phenomenal success of the multi-award winning Trump Super Premium Vodka., the highly anticipated Trump Premium Flavored Vodkas have big shoes to fill and delivers. With seductive aromas, elegantly silky, rich flavors to tempt you, and a lingering smooth finish that will leave a true lasting impression; Trump Premium Flavored Vodkas will make anyone feel like a billionaire.

Willie Nelson's Old Whiskey River Bourbon is small-batch bourbon made the way Willie Nelson likes it: Smooth, Sweet and Mellow, inspired by his 1978 hit song "Old Whiskey River." This small-batch bourbon is 86° and age for 6 years in new charred American oak barrels. The bourbon is handcrafted to Willie's taste by Parker and Craig Beam, 7th and 8th generation master distillers at Heaven Hill, in Bardstown, Nelson County, Kentucky. Continuing Willie's commitment to American Farmers, the bourbon is made from corn, barley and rye grown by independent family owned and operated farms located within 100 miles of the distillery. Like Willie, Old Whiskey River, is an American original. This bourbon carries his native spirit, his smooth style and leaves you with the warm satisfaction of an old friend.

Aguila Tequila is the result of over 60 years of family tradition. This exceptional tequila is produced in limited quantities from only the best ripened Blue Agave. Aguila Tequila is twice distilled and aged in American oak barrels to smooth perfection. Aguila Tequila disappeared off the U.S. market for a number

of years and has recently begun to be imported again. Aguila is still being produced at Tequila El Viejito by the Nun?ez families, who is well respected and have a long history in the industry. A true legend of taste, quality and perfection returns to reclaim its rightful place as one of the best tequilas on the market.

Cohete Rum is exquisitely crafted Panamanian rum created by Alexander Sosa, renowned blender of fine South American rums. Created in the style of the best of Cuban rums, Cohete Rum comes in Smooth and Gold, each flavor with its own distinctive character. Cohete Rums are among the world's best sipping rums. These guarana-infused rums are distilled exclusively in copper towers and made from the highest quality sugar cane. These rums offer a distinct and energizing Latin flavor, whether savored alone or in a fine mixed cocktail, Cohete Rum will seduce the rum lover.

Damiana Liqueur is a light sweet liqueur made with the aromatic damiana herb that grows wild in Baja California, Mexico. Damiana comes in a unique bottle modeled after an Incan Goddess. Damiana is rumored to be used in the very first Margarita ever created, which would make much more sense than some French liqueur. Damiana is wonderfully light, sweet and satisfying, the flavor is perfect alone, as an after-dinner drink, or mixed in your favorite margarita. Maybe try a Damiana Margarita and see for yourself whether ancient history actually does repeat itself.

Soon to be released is the Dr. Dre Chronic Cognac and Dr. Dre Topless Sparkling Vodka.

J. Patrick Kenny, CEO of Drinks Americas explains, "In our view, we carry products that are synonymous with the very best of class. Liquor Group delivers the same criteria that we, Drinks Americas, wanted in brand development from a distributor." Currently the Control States that Liquor Group is representing the Drinks Americas Holdings brands in are New Hampshire, Vermont, Maine, Ohio, Virginia, West Virginia, Utah, Washington, Oregon, Wyoming, Montana, Alabama, and Iowa.

For more information and news regarding the premium products of Drinks Americas Holdings Ltd. (www.DrinksAmericas.com) visit www.LiquorGroup.com for Liquor Group's catalog of products or call 1-866-REACH-LG (1-866-732-2454).

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Liquor Group, the innovative spirits distributor of specialty spirits.

Liquor Group Wholesale is an emerging liquor and wine distribution company operating in 31 US States. Liquor Group Wholesale is publicly held and has made application to the SEC to begin trading under the symbol LIQR. Information is available at www.SEC.gov on Liquor Group Wholesale's operations including the past two years of audited financial statements

Category	Food and beverage
Tags	vodka, rum, gin, tequila, whiskey, brandy
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