



Salute American Pledges Support to VFW's Unmet Needs Program

Premium vodka brand reaffirms commitment to donate \$1 to veterans charities for every 750ML bottle sold

May 01, 2014

Better Brands Beverage Co., the parent company of Salute American Vodka, announced a national initiative geared to assist our nation's veterans and military families who are in need of financial assistance. Through a one-year licensing agreement beginning today, the American-made premium vodka will donate \$1 to the Veterans of Foreign Wars (VFW) Foundation for every 750ml bottle sold.

Funds donated by Salute American will be earmarked for the VFW Unmet Needs program, which supports struggling veterans and their families. Salute American kicked off the initiative with an initial \$10,000 donation and will be a presenting sponsor of the 115th VFW National Convention in St. Louis, Mo., from July 19-23, 2014.

"There are countless veterans who need some form of financial assistance," said John Hamilton, VFW adjutant general. "Each purchase of Salute American vodka will assist us in fulfilling our mandate of service to our nation's veterans, service members and their families. It's a simple way for veterans and non-veterans to pay it forward."

Salute American was started by CEO-founder Pete Kelly, a passionate entrepreneur who wanted to make a difference in people's lives through the 'pay-it-forward' philosophy. Pete couldn't think of a more deserving group than U.S. veterans – a band of brothers and sisters with increasingly high unemployment and homelessness rates*. Salute American became a practical way to help maintain and create jobs in the US for veterans, and to generate ongoing economic success and stronger communities.

"Salute American is more than a name – it's our mission," said Pete Kelly, CEO-founder, Better Brands Beverage Co. "We prove our patriotism by giving back to U.S. veterans who

NATIONAL HEADQUARTERS

406 W. 34th Street
Kansas City, MO 64111
Office 816.756.3390
Fax 816.968.1157

WASHINGTON OFFICE

200 Maryland Ave., N.E.
Washington, D.C. 20002
Office 202.543.2239
Fax 202.543.6719

info@vfw.org
www.vfw.org

have proudly served their country and paying it forward.”

Since the launch of Salute American, Better Brands Beverage Co. has donated more than \$50,000 to veteran’s charities, including: Veteran’s Farm through Work Vessels for Veterans; Farmer Veteran Coalition; Homes for Our Troops; Wish for our Heroes; and Greater St. Louis Honor Flight.

Salute American is pure American from start to finish. The vodka, which was approved for the USA Certified™ Seal, is made from corn and wheat grains straight from the heartland. It’s then four times distilled for a smooth and sweet taste that works well mixed or neat. The canteen-shaped bottle bearing the red, white and blue, was manufactured in Park Hills, Mo., and distilled and bottled in Rochester, NY.

Salute American is currently available in the following markets: Arizona, Arkansas, Florida, Georgia, Illinois, Indiana, Iowa, Michigan, Missouri, New Mexico, Texas and Wisconsin. The brand will also launch in Nebraska and North and South Dakota later in 2014. The suggested retail price for a 750ml bottle is \$19.99, which may vary by market. Salute American Vodka is 80-proof and 40% alcohol by volume. The brand received a Silver Medal and an 87-point “highly recommended” rating from the prestigious Beverage Testing Institute in the category of “Best Value Vodka \$20 and under.”

For more information, please visit www.saluteamerican.com and “like” and “follow” Salute American on facebook www.facebook.com/SaluteAmericanVodka and twitter @SaluteAmerican - <https://twitter.com/SaluteAmerican>

* According to Labor Department Data, the unemployment rate among male veterans, ages 18-24, is nearly 27%. There are currently more than 100,000 homeless vets in the US.

About Better Brands Beverage Co.

Privately owned and Midwest-based, Better Brands Beverage Co. is a for-profit company committed to investing in veterans charities that create jobs for veterans. The Company was founded in 2012 by CEO-founder Pete Kelly who passionately believes in making a difference in people’s lives through the ‘pay-it-forward’ philosophy.