

FOR IMMEDIATE RELEASE

TWO AMERICAN ICONS UNITE: FIFTY STATES VODKA AND ZING ZANG LAUNCH ALL-AMERICAN BLOODY MARY CO-PACK IN SELECT MARKETS



Two of America's most recognizable, proudly American-made brands have officially joined forces. **Fifty States Vodka** and **Zing Zang**, the nation's leading Bloody Mary mix, are proud to announce the launch of a limited, all-American **Bloody Mary co-pack**, rolling out in select markets across the country.

A NATURAL ALIGNMENT OF AMERICAN VALUES

This partnership was built on far more than product compatibility. Both brands share a deep commitment to American manufacturing, hard work, and giving back to those who serve.

Fifty States Vodka is proudly produced entirely in the United States, from grain to glass. **Zing Zang** has built its reputation as America's #1 **Bloody Mary Mix** by delivering bold flavor, consistency, and reliability trusted by bartenders and consumers nationwide. Together, the brands represent a modern interpretation of American excellence—authentic, approachable, and purpose-driven.

GIVING BACK TO THOSE WHO SERVE.

At the heart of this co-pack launch is a shared mission to support the military community. A portion of proceeds from the **Fifty States Vodka x Zing Zang co-pack** will be donated to **LIFE Organization**, a military nonprofit founded by Navy veteran B. Taylor.

LIFE Organization focuses on supporting active-duty service members, veterans, and their families through advocacy, resources, and community engagement. This initiative reinforces both brands' belief that supporting the military should be more than a message—it should be an action.

WHAT THIS MEANS FOR THE BEVERAGE ALCOHOL SPACE

In an increasingly competitive and crowded spirits landscape, this co-pack represents a **powerful evolution in strategic brand collaboration**. Rather than relying solely on traditional marketing, **Fifty States Vodka** and **Zing Zang** are delivering built-in value to distributors, retailers, and consumers alike.

For distributors, the co-pack offers a simplified, high-velocity SKU that drives incremental case movement. For retailers, it delivers a compelling American-made story with strong shelf presence and proven consumer demand. For consumers, it offers a premium, ready to-

LAUNCHING IN SELECT MARKETS.

The **Fifty States Vodka** x **Zing Zang** Bloody Mary

