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E. & J. GALLO EXPANDS ITS READY-TO-DRINK SPIRITS PORTFOLIO WITH THE ACQUISITION OF COCKTAIL SHOT BRAND LIQS

MODESTO, Calif. (May 24, 2021) – Answering to the escalating consumer demand for premium, ready-to-drink cocktails, E. & J. Gallo Winery announced that its Spirits Division has purchased LIQS, makers of spirits- and wine-based cocktail shots that bring bartender- quality shots to consumers for any party occasion.

“Consumers want to enjoy their favorite cocktails now more than ever,” said Britt West, Vice President and General Manager for Gallo Spirits. “With premium ingredients and convenient formats, consumers can more easily enjoy their favorite bartender-quality shots and cocktails wherever, whenever they want with LIQS.”

In 2013, LIQS was introduced by New York City based entrepreneurs Harley Bauer and Michael Glickman, who first released the brand in retail for home entertaining and outdoor activities. LIQS quickly emerged as a favorite in on-premise venues around the country, such as music festivals, arenas, nightclubs, hotels and bars. The brand has been helping drive the demand for ready-to-drink cocktails, particularly among millennial consumers.

Addressing the consumer need of a well-made shot for home consumption, LIQS focuses on quality and convenience while alleviating the hassle of buying multiple ingredients or the need for bartending skills. The brand offers premium, bartender-quality shots and cocktails with **LIQS Cocktail Shots**, a double shot in a single-serve format in both wine and spirits bases, and **LIQS Cocktails**, in a 1.5L bottle format. Made with real fruit juice, natural flavors, premium spirits and wine, LIQS products are gluten-free and provide “Less Prep. More Party.” to consumers.

Starting this summer, **LIQS Cocktail Shots** will be available in convenient 4-packs (\$9.99 MSRP) of spirit-based flavors: Vodka Kamikaze, Vodka Lemon Drop, Vodka Lychee Grapefruit, Tequila Cinnamon Orange and Whiskey Fireshot. Wine-based Cocktail Shots flavors include: Margarita, Lemon Drop and Kamikaze.

Beginning September 1, **LIQS Cocktails** will be available in 1.5L bottles in Margarita, Strawberry Margarita and Mojito. LIQS’ larger format gives consumers who host or attend social events the convenience of serving delicious cocktails without extra planning and preparation—a perfect complement to the existing cocktail shots lineup.

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“LIQS has seen tremendous success by reinventing the way consumers enjoy and access shots. We are thrilled to transition the LIQS brand to Gallo. Given their expertise and reach in both the wine and spirits categories, Gallo further expands this innovative product to consumers all around the country,” said Harley Bauer, Co-Founder of LIQS. “Based on consumer trends and LIQS’ unique product differentiation, we know the brand will thrive under Gallo’s ownership,” said Michael Glickman, Co-Founder of LIQS.

With the acquisition, LIQS joins Gallo’s growing line of spirits brands and innovative formats, ranging from High Noon Hard Seltzer, New Amsterdam Pink Whitney and Rum Haven, among others.

About LIQS

Founded in 2013 by Harley Bauer and Michael Glickman, LIQS (short for “Liquor Shots”) was established to provide a premium solution to the fast-growing demand for convenient and single-serve, ready-to-drink cocktails. LIQS is available in 4-packs (\$9.99 MSRP). Award-winning, spirits-based flavors include: Vodka Kamikaze, Vodka Lemon Drop, Vodka Lychee Grapefruit, Tequila Cinnamon Orange and Whiskey Fireshot. LIQS can also be found in three wine-based flavors, including Lemon Drop, Margarita and Kamikaze flavors.

About E. & J. Gallo Winery

E. & J. Gallo Winery is a family-owned company and global wine and spirits industry leader that serves enjoyment in moments that matter to consumers. Since its earliest days, E. & J. Gallo has continued its unwavering commitment to making the highest quality, authentic alcoholic beverages for every occasion. Gallo’s growing portfolio of offerings spans from its first spirit brand, E&J Brandy, to New Amsterdam Vodkas and Gins, Germain-Robin Brandy, High Noon Hard Seltzer, Pink Whitney, Camarena Tequila and recent partnerships with luxury brands: The Dalmore Single Malt Scotch, Don Fulano Tequila, Diplomático Rum and Amaro Montenegro.

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