



For Immediate Release
February 16, 2010

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COLD RIVER VODKA ANNOUNCES ADDITION OF TWO MAINE BROKERS TO VODKA'S GROWING DISTRIBUTION TEAM

Portland, ME – Cold River Vodka (www.coldrivervodka.com) today announced the addition of two new Maine spirits brokers to the Cold River team. Tabitha Blake and Laura Zimmerman of Crush Distributors, founded in 2008 and now serving Maine and New Hampshire, each bring to the table diverse portfolios and extensive experience from the spirits world.



Blake, a trained sommelier who worked for several years at a Northern California wine distributor, and Zimmerman, a veteran in the Portland restaurant scene and Maine hospitality force, both will work to promote Cold River Classic and Blueberry vodkas at Maine restaurants and bars throughout the greater Portland, southern and midcoast Maine areas.

Cold River Vodka Managing Partner and Vice President of Sales and Marketing Bob Harkins sees the duo as an ideal addition to the growing, Maine-based vodka company. "Tabitha and Laura's records and experience in the wine and spirits industry, coupled with their Maine community and hospitality knowledge, will be invaluable to our team," he said. "We expect their efforts will actively grow Cold River Vodka's distribution and sales throughout the area."

Cold River Vodka now is available in 23 states throughout the union, having most recently hit shelves in Virginia, Tennessee, Georgia, and Florida. Distribution of the multiple-award-winning spirit also continues to expand in Western Canada and London.

www.coldrivervodka.com

About Cold River Vodka:

Founded in 2005, Cold River Vodka, located in Freeport, Maine, has earned a sterling reputation for its distinct nose and satin-smooth finish. The gluten-free vodka is hand-crafted and triple-distilled in a copper potstill, using water from Maine's Cold River and farm-fresh Maine potatoes. Maine Distilleries, which produces solely Cold River Vodka, is the only "ground-to-glass" distillery in the nation, where the company controls every aspect of production – from the planting of the potatoes to final bottling.

Rated the Number 1 Vodka in the world by *Wine Enthusiast*, named "a coming superstar" by spirits expert F. Paul Pacult, and winner of a Double Gold from San Francisco's World Spirits Competition, Cold River Classic and Blueberry Vodkas continue to earn regional and national attention. The vodkas most recently have been featured by *The Washington Times*, *The Boston Herald*, *Woman's Day*, the "On the Menu" radio show, and History Channel's "Modern Marvels."

For more information, visit www.coldrivervodka.com or call (207) 865-4828.

To schedule an interview with Cold River Vodka's Director of Sales and Marketing, Bob Harkins, or Head Distiller Chris Dowe, contact Jen Beltz at (207) 699-5502 or jen@frontburnerpr.com.

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