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# DRYSACK

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**FOR IMMEDIATE RELEASE**

## **THE APERITIF MAKES A COMEBACK** **Another Classic Trend is Back in Style**

**Miami, FL, August 13** --- The aperitif moment is being rediscovered by a new generation of trend-setters as a smart and stylish way to transition from a hard day's work to a great night out. From the Latin *aperire*, "to open" an aperitif is a light, alcoholic drink designed to prime the palate without overwhelming the senses. And that's where classic brands such as Dry Sack are being discovered by those in the know.

"The aperitif celebrates a time of day - a state of mind really - a chance to reflect on the day," says celebrated mixologist Tony Abou-Ganim. "It is a stylish alternative to wine or higher proof spirits before a good meal."

Dry Sack has a fragrant bouquet and a light, yet satisfying taste that is neither too dry nor too sweet and is best served simply chilled in a wine glass, or on the rocks. A medium dry sherry, Dry Sack is a distinctive blend of Palomino and Pedro Ximenez grapes aged in oak casks for six years by the traditional Solera method in the authentic family-owned Williams & Humbert "bodega" (winery). It also provides a delicious accompaniment to a variety of hors d'oeuvre, appetizers and tapas and with a variety of different cuisines - from Asian to Spanish.

Sold in 140 countries, Dry Sack is one the world's best-known premium Sherries. The stylish Dry Sack bottle comes in its iconic sack-cloth bag as a tribute to sherry's Shakespearean nickname – "sack". Dry Sack is 19.5% alcohol by volume and is available in 750ml bottles. Retail price \$14.99. Imported by Kindred Spirits, Inc. Miami, FL. [www.KindredSpiritsUSA.com](http://www.KindredSpiritsUSA.com)

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## About Kindred Spirits, Inc.

**Kindred Spirits, Inc.** was founded in 2007 as an alcoholic beverage import and marketing company focused on a select portfolio of unique premium wine and spirit brands. Based in Miami, **Kindred Spirits** is a joint venture between spirits industry veteran Joel Gosler, Williams & Humbert of Spain, and The Reformed Spirits Group of London. The company's initial brand portfolio includes premium spirits Gran Duque De Alba brandy and the renowned Dry Sack and Dry Sack 15 Year-Old Sherries from Spain, as well as Malt Trust single barrel cask whiskies from Scotland. On behalf of The Reformed Spirits Group, Kindred Spirits also provides strategic support on Martin Miller's Gin to U.S. importer Skyy Spirits LLC. [www.KindredSpiritsUSA.com](http://www.KindredSpiritsUSA.com)