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GENERAL RELEASE

DRY SACK - THE STYLISH APERITIF
A Traditional Spanish Drink With a Modern Edge

Miami, FL --- Dry Sack makes for a perfect aperitif - a stylish alternative to white wines and cocktails for happy hour and pre-dinner. First produced in 1906, this distinctive fortified wine from Jerez in Spain's Andalusia region is gaining greater awareness as a new generation of American consumers are discovering the "aperitif moment". As the prelude to a wonderful meal Dry Sack primes the palate without overwhelming the senses.

"Today's discerning drinker is always looking for new experiences," says Abbey Glaser, Director of Marketing for Dry Sack. "Dry Sack offers a new and stylish way to discover a highly palatable aperitif that's also authentic and made in a unique way."

Dry Sack has a fragrant bouquet and a light, yet satisfying taste that is neither too dry nor too sweet and is best served chilled straight-up in a wine glass, or on the rocks in a short tumbler. It can also be enjoyed in the signature "tall" cocktail, the Dry Sack Spritzer is made with Dry Sack and club soda with ice and a slice of lemon. Dry Sack's versatile taste means that it also pairs well with a variety of dishes including tapas, meats and cheeses and a variety of cuisines from Asian to European and American.

Dry Sack is a medium dry sherry; 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).

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".

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DRYSACK

The Solera process of ageing is what makes Sherries from Jerez so special. It is a type of fractional blending which has been perfected over centuries and works by stacking oak casks in horizontal rows with the oldest wine at the bottom and youngest on the top. A portion of the wine is drawn from the bottom row for bottling, and the cask is topped up from the one above and so on up the rows. The process is carefully regulated by a governing body “Consejo Regulador” that makes Jerez one of the few Denomination of Origin (DO) regions in the world (along with such famous marques as Champagne and Barolo).

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/drysack.

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

About Williams & Humbert

Williams & Humbert was founded in 1877 by two British brothers-in-law, Alexander Williams and Arthur Humbert and today produces some of the world’s best-known sherries and brandies. With its base in Jerez de la Frontera in Spain’s Andalusia region the company has more than 1,200 acres of vineyards and an authentic solera system bodega (winery) - the largest in Europe. The brand portfolio includes the famed **Dry Sack** Sherries and **Gran Duque De Alba** brandies, as well as **Alegria** Manzanilla and **Crema de Alba**. www.williams-humbert.com

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