



Misguided Spirits Joins the Winebow Spirits Portfolio

“By Bartenders, for Bartenders” Full-Well Solution Targets On-Premise

Richmond, VA – September 28, 2023 – Winebow is pleased to announce that Brooklyn-born, employee-owned Misguided Spirits has joined its portfolio. Winebow Spirits has been experiencing strong demand and dynamic growth in the last four years, and with this momentum, Jessica Partington, Senior Vice President, Spirits, and her sales team have continued to identify broad portfolio needs to fit market demands.

Like many of the Winebow Spirits sales team, Partington has extensive experience with the on-premise channel and was immediately attracted to Misguided Spirits for their “spirits made for the people that pour them” approach.

Another point that made Misguided Spirits stand out to Partington was that they offered a “full well solution” with the big five covered in their core Vodka, Gin, Rum, Tequila, and Whiskey offerings within one brand; all that was left to do was work together on a Triple-Sec orange liqueur.

“Offering options for the speed rack is a powerful tool for our salesforce and the perfect fit for so many of our accounts. Misguided Spirits is a company we can all appreciate, and the quality is there at the right price point,” said Partington.

“We started our company with two guys and a van in Brooklyn during the pandemic, and now we are partnering with one of the most respected wine and spirits distributors in the country - that is surreal to me,” said James Zinkand, Managing Partner & Co-Founder, Misguided Spirits. “However, what the team and I are most proud of is that we found a company that shares the same ethos as ours. That kind of alignment is a rarity, and we are grateful and excited to have such a strong partner in Winebow to grow our business.”

An additional factor that sealed this partnership was Winebow’s long-established expertise in wine sales and distribution. Misguided Vines, a collection of vegan-friendly Sicilian wines is now available through Winebow in New York, New Jersey, and Connecticut, with broader market launches on the horizon.

About Misguided Spirits

Misguided Spirits is a collection of lifelong industry veterans and creative souls—misguided or otherwise— working together to provide a more equitable approach to the service industry while providing a locally-owned alternative to global alcohol beverage companies. Focusing on well drinks and premium wines by-the-glass, Misguided Spirits combines an owner-operated sales team and gypsy distilling to create a nontraditional approach that prioritizes their customers by putting the finest bottles in their well and on their shelves. Misguided Spirits, and its wine company, Misguided Vines, offer high-

quality products that do right by the people who sell them as well as by the folks who pour and drink them. For more information, please visit <https://misguided-spirits.com/>

About Winebow

Winebow is a national importer and distributor, offering a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow Wholesale's national distribution platform comprises 18 markets, covering 60 percent of the wine consumption in the U.S. Winebow Imports services all U.S. States and Territories, representing over 130 estates from Europe (Heritage Portfolio), as well as the Southern Hemisphere and emerging domestic areas (Pioneer Portfolio). Winebow Imports balances its impressive growth with a culture of specialization and excellence. For more information, please visit <https://www.winebow.com/>