



## ENTREPRENEURIAL SPIRITS

*New Leaders putting a new spin on luxury spirits with Altamar Brands, LLC*

California (Jan 15, 2009) – W.L. Lyons Brown III puts a modern luxury twist on established spirits categories with his new company, **Altamar Brands, LLC**. Brown left his family's legendary yet reputedly conservative Kentucky-based marketing company, Brown-Forman Corporation, responsible for Jack Daniels and Southern Comfort, to form his own company with a new vision. Now, two more drinks industry veterans have joined Altamar to feed their entrepreneurial spirits: **Samira Seiller** and **David Volpe**. Seiller, who serves as Altamar's Senior VP and Director of Marketing, most recently led the US Whiskey Division of Beam Global including the Jim Beam Family, Maker's Mark, The Small Batch collection and Scotch; Volpe, who serves as Altamar's Senior VP and Director of Sales, led the US National Sales teams for the Absolut Company portfolio including Absolut, Cruzan Rum and Plymouth Gin.

"Altamar was founded in 2005 for the sole purpose of building luxury spirits brands that change established perceptions," says Brown. "We place a premium on the small company model that embraces this notion. We are thrilled that two people have joined the team who share that vision and will lead the challenge of developing a new spirits landscape for luxury spirits brands."

**Seiller** and **Volpe** have 14 and 18 years of experience within the spirits industry respectively and they relish the challenge to be hands-on in using their experience in building a new type of company. **Seiller** will be leading overall brand strategy through Marketing and PR efforts and **Volpe** will be leading the internal Sales team and managing distributor network partnerships countrywide.

The company has launched three upscale luxury spirits in the United States market in less than two years that follow the new company's revolutionary and sophisticated vision—**RIGHT Gin**, **Kübler Absinthe**, and **Tequila Ocho**. The addition of Seiller and Volpe insures a positive future for these brands in the most difficult economic conditions.

Developed entirely by **Altamar Brands** as its maiden spirit, **RIGHT Gin** is the result of what Brown saw as a taste and perception problem with existing gins on the market. The fresh and innovative brand was created to fix the polarizing taste of gin for the modern palate as well as to make the classic spirit hip and edgy. **RIGHT Gin**, has launched in 11 of the most high profile cities in the US such as New York, Boston, Chicago, Los Angeles, and Miami and will expand under the new leadership team to Dallas, Houston, Austin and Atlanta in the first quarter of 2009.

In August of 2007, **Altamar Brands** partnered with The Blackmint Distillery to bring the first authentic Swiss Absinthe to the United States market in nearly 100 years. The brand, **Kübler**, is from the birthplace of absinthe in the Val-de-Travers and distilled using the family recipe from 1863 containing wormwood. Kübler is currently available in 35 states. As a result of the massive interest in the category, **Kübler** is expected to be available in all 50 states by 2010. Notably, **Kübler** won the absinthe taste test by the acclaimed **Epicurious.com** and recently scored a 92 in the Blue Reviews by Anthony Dias Blue in **The Tasting Panel Magazine**.

**Altamar Brands'** newest acquisition and unequivocal success is **Tequila Ocho**, a single estate, vintage tequila that introduced the concept of "terroir" to the category. This luxury ultra-premium tequila is for connoisseurs made by aficionados and is re-setting the tequila category. Artisanal, hand-crafted **Tequila Ocho** is unique in that it will introduce vintages annually showcasing nuances in agave flavours from each estate. The brand launched its first vintage in California in August 2008, followed by Chicago, Las Vegas and Miami. Plans are to expand into NY, TX and AZ in first quarter of 2009.

In 2007, Forbes pegged Brown as an entrepreneur seeking "a new audience for out-of-vogue spirits." Today, the company has 17 employees based in the major markets around the US and one in London to oversee the development in Europe. For the immediate future, he and **Altamar Brands** are focused on building distribution and consumer momentum in existing markets with the brands. "We will grow the portfolio but for the time being we want to keep our focus very tight."

For more information, please visit:

[www.altamarbrands.com](http://www.altamarbrands.com)

[www.rightgin.com](http://www.rightgin.com)

[www.kublerabsinthe.com](http://www.kublerabsinthe.com)

[www.tequila ocho.com](http://www.tequila ocho.com)

#### About Altamar Brands, LLC

Altamar Brands is a private equity firm located in Corona del Mar, California. Founded in 2005 by W.L. Lyons Brown, III, Altamar currently sells 3 premium spirits brands. One can find the select brands in high end hotels, bars and nightclubs in all major metropolitan cities in the US. Over the next few years, Altamar plans to add a few more arrangements to its beautiful bouquet of exclusive spirits.

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