



CUTWATER SPIRITS ROLLING OUT NEW FRUIT-FORWARD MARGARITA LINEUP IN 2021

Canned Cocktail Pioneers to Expand Tequila-Based RTD Offerings

SAN DIEGO, CA (January 19, 2021) - Today, award-winning San Diego distillery [Cutwater Spirits](#) announces it will be expanding its presence in the tequila-based RTD space this year by adding several new fruit-forward margarita SKUs to its portfolio. The category pioneer is building on its highly acclaimed and bestselling classic margarita beginning with this month's California release of Mango Margarita, which will roll out nationwide in early February. In 2020, Cutwater's "Tequila Margarita" sales grew by over 190%. The 12.5% ABV SKU has the 3rd highest rate of sale in the entire RTD category. Increasing share in the space with an expanded lineup made with real tequila will allow Cutwater to seize an unparalleled growth opportunity for the brand in the coming year.

Soon after the release of Mango Margarita, Cutwater will introduce Strawberry and Peach Margarita cans made with real fruit puree to the lineup in April. Cutwater is also rolling out Frozen Margarita ice pops in a mixed pack featuring lime, strawberry, mango, and pineapple that will reach shelves across the country in March.

"We are lucky to have a great team that creates amazing products," says Co-Founder and Head of Sales, Earl Kight. "Internally, these new tequila-based items were a hit, and hopefully consumers will agree."

Each tequila-based cocktail in the Cutwater RTD lineup features real tequila. Cutwater has formed a unique partnership with the Orendain family in Jalisco to craft traditional tequilas made to meet Cutwater's exacting standards. Yuseff personally oversees each step of the production process, reestablishing oven cooking and installing a proprietary copper still as part of the dedicated Cutwater distillery within the Orendain family's facility. As part of its bottled spirit portfolio, Cutwater also produces critically-acclaimed Blanco, Reposado and brand-new [Añejo](#) tequilas.

The latest margarita extensions will round out the lineup's already-impressive assortment of tequila-based RTDs which also includes a Tequila Paloma, Tequila Soda, and, of course, the original Tequila Margarita which has won awards including Best in Show from Distilled: San Diego Spirit & Cocktail Competition.

"I'm pretty sure every good story in San Diego somehow involves a margarita," jokes Yuseff Cherney, Co-Founder and Master Distiller Cutwater Spirits. "Mexico and Southern California have a long history of infusing the taste of local fruit in cocktails, and a small beach bar where my friends gathered always had a Mango Marg on the menu. Post surf session, we looked forward to the short trip up highway 101 to enjoy this classic drink."

Cutwater Spirits Mango Margarita (12.5% ABV) are available now in California from select retailers for an SRP of \$12.99-14.99. Made with real tequila and natural flavors, this fresh take on Cutwater's classic margarita delivers a juicy burst of mango.

Cutwater Spirits Frozen Tequila Pops (7% ABV) are now available in California for an SRP of \$22.99-\$26.99, launching everywhere in March. The 4-flavor variety pack features Lime, Mango, Pineapple and Strawberry. Each pop is just 80 calories and made with the same real, award-winning Cutwater tequila featured in the canned cocktails.

Cutwater's Strawberry and Peach Margaritas will be available on retail shelves in April. Consumers can find a retailer near them by emailing wheretobuy@cutwaterspirits.com.

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About Cutwater Spirits: Cutwater Spirits is a San Diego-based distillery known for its award-winning lineup of canned cocktail classics made from its portfolio of premium bottled spirits across nearly every spirit category. Co-Founder and Master Distiller Yuseff Cherney began distilling as a side project under Ballast Point Brewing. He started canning cocktails because he wanted to make drinks he could enjoy while doing the things he likes to do (mostly fishing and hiking). In 2017, Cutwater Spirits was established as a separate entity from the brewery and now operates from a 50,000 square foot distillery and production facility, which includes a world-class tasting room. To date, Cutwater has earned nearly 1,000 awards across its portfolio of products and is currently distributed in 45 states.