

FOR IMMEDIATE RELEASE

June 10, 2021

Contact: Suzanne Hofmann Erickson, She-She Media + Design

Suzanne@sheshemedia.com

**Epic Western Cocktail Company announces sponsorship of the
Ex-Students Association of The University of Texas**

Epic Western's Ranch Water named "Official Ranch Water of the Texas Exes"

(Austin & San Antonio, TX) – EPIC WESTERN COCKTAIL COMPANY is the newest corporate sponsor of the Texas Exes, the alumni association of The University of Texas, EPIC WESTERN announced today. EPIC WESTERN is a San Antonio-based ready-to-drink premium cocktail company that recently launched its inaugural product, a 100% Blue Agave Tequila Ranch Water cocktail in a can. EPIC WESTERN will be the "Official Ranch Water of the Texas Exes" featuring the iconic Texas Exes logo in its advertising campaigns, and during events and activations at *The Biggest Tailgate in Texas* at the Etter-Harbin Alumni Center on football gamedays.

Founded by three Texas entrepreneurs, Royce Itschner, Adam Love (Texas Ex '00), and Dub Sutherland (Texas Ex '03), EPIC WESTERN'S Ranch Water™ is unlike any other RTD tequila beverage currently on the market, as it is a true cocktail in a can with two shots of premium tequila per can, and distilled, canned and packaged in Mexico, then imported into the United States. This is the only way that the product can contain 100% Blue Agave Tequila. EPIC WESTERN sources its premium tequila from a family-owned distillery in Arandas, Jalisco, Mexico that dates back to 1905.

Chuck Harris, executive director of the Texas Exes, said, "We are very proud to team up with a company founded by Texas Exes, and delighted to introduce EPIC WESTERN Ranch Water to fans at the alumni center on game days this fall and throughout the Texas Exes community."

"As a proud University of Texas alumnus myself, we could not be more excited to align our Ranch Water with the Texas Exes. It was a top priority in launching our brand," said EPIC WESTERN co-founder Love.

The affiliation with the Texas Exes provides EPIC WESTERN a category-exclusive sponsorship with the organization, featuring an array of on-site and at-retail activation opportunities, digital and social media exposure, advertising in the alumni magazine, and much more. The agreement was negotiated by the Texas Exes' exclusive multi-media rights holder, Learfield IMG College.

“My love for the University helped fuel the decision to make this partnership a reality. As a proud alum and huge fan of the Texas Longhorns, I cannot wait to see EPIC WESTERN introduced to Texas Exes throughout the country,” said Sutherland.

Hecho en Mexico, EPIC WESTERN is a marriage of the best Mexican ingredients with the iconic Texas cocktail. Made with just the right amounts of top-shelf tequila, certified Mexican Mineral Water, sea salt, and real lime flavor, EPIC WESTERN embodies the experience of drinking a homemade Ranch Water. Each 12 oz. can of EPIC WESTERN contains 3 oz. of premium 100% Blue Agave Tequila, is 10% ABV and 20 proof. The gluten-free product has 1G carbs and 0G sugar. Unlike Ranch Water RTDs currently on the market, EPIC WESTERN does not contain malt liquor, mixto (a low-cost substitute for premium tequila) or artificial colors or flavors.

Tri-City Distributors, located in New Braunfels, Texas, will serve as the exclusive importer for EPIC WESTERN. Distribution partners include: Silver Eagle Beverages (San Antonio), Brown Distributing (Austin), Silver Eagle Distributors (Houston), Favorite Brands (Dallas/Ft. Worth/West Texas Region), L&F (Corpus Christi/Rio Grande Valley/El Paso), Budweiser Distributing (Amarillo), Jack Hilliard Distributing Company (College Station), Giglio (East Texas Region) and Wismer Distributing (Baytown). To learn more about EPIC WESTERN, visit EpicWestern.com or follow IG: @epicwestern

About Epic Western Cocktail Company

Epic Western Cocktail Company was founded in 2019 in San Antonio, Texas. From agave harvesting and distilling to canning and distribution, EPIC WESTERN ready-to-drink cocktails only come out of Jalisco, Mexico, resulting in the first-to-market 10% ABV RTD beverage made with 100% Blue Agave Tequila and no artificial anything. EPIC WESTERN is **The Genuine Article**. EpicWestern.com and IG: @epicwestern

About the Texas Exes

The Texas Exes, the alumni association for The University of Texas at Austin, was founded in 1885. The mission of the Texas Exes is to unite alumni and friends around the world, create a passionate voice that strengthens the university, promote alumni accomplishments, and celebrate Longhorn spirit and traditions. Today the organization has more than 110,000 members whom it strives to connect through scholarships, networking, travel, reunions, continuing education, fellowship, advocacy, and storytelling. For more information on the Texas Exes or to become a member, visit TexasExes.org.

###