



EPIC WESTERN | PRODUCT LAUNCH | PRESS KIT 2021

EPIC WESTERN IS A CLASSIC RANCH WATER.

THE GENUINE ARTICLE.

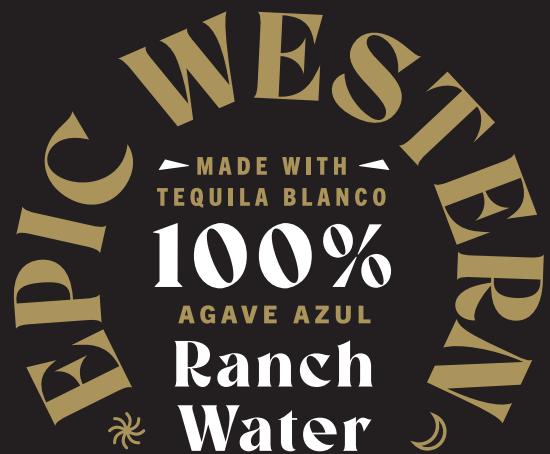
THE REAL MCCOY.

A CLASSIC IS A CLASSIC FOR A REASON.

IT DOESN'T NEED TO BE INNOVATED OR REMIXED.

IT'S PERFECT THE WAY IT IS.

AND IT TASTES RIGHT EVERY TIME.



We do things the hard way because it's the only way. No corners cut, nothing watered down. We place a quality drink on a pedestal, which is exactly where it belongs. We don't mess with malt liquor or mixto. We start with a generous 3 oz pour of 100% Blue Agave Tequila from a family-owned distillery in Jalisco, Mexico, that dates back to 1905. Then we round it out with the perfect balance of certified Mexican Mineral Water, real lime flavor, and a dash of sea salt. Simple. Delicious. And right every time.

HOW IT ALL BEGAN

In 2019, after countless backyard BBQs, hunting trips, and weekends at the lake - always summoned to mix Ranch Waters for our family and friends - the founders came up with the idea having a REAL Ranch Water in a can, just like they make at home. They wanted the convenience of a beer, but the purity of a homemade Ranch Water –with 100% Blue Agave Tequila, mineral water, salt and lime, and nothing else.

After months of research and development, and a passion for getting it right, the idea of Epic Western Cocktail Company became a reality. Epic Western's first cocktail-in-a-can is the best version of a homemade Ranch Water. It's all there... the premium, 100% Blue Agave Tequila, the burn of the certified Mexican Mineral Water, real lime flavor, and a hint of sea salt. At 10% ABV, Epic Western is not your typical RTD cocktail. You will want to drink it like a mixed drink and not like a typical adult beverage in a can. And since it does not contain mixto like other canned Ranch Waters, you can keep it in the freezer and serve it ice cold.

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NOT ALL RANCH WATERS ARE CREATED EQUAL.

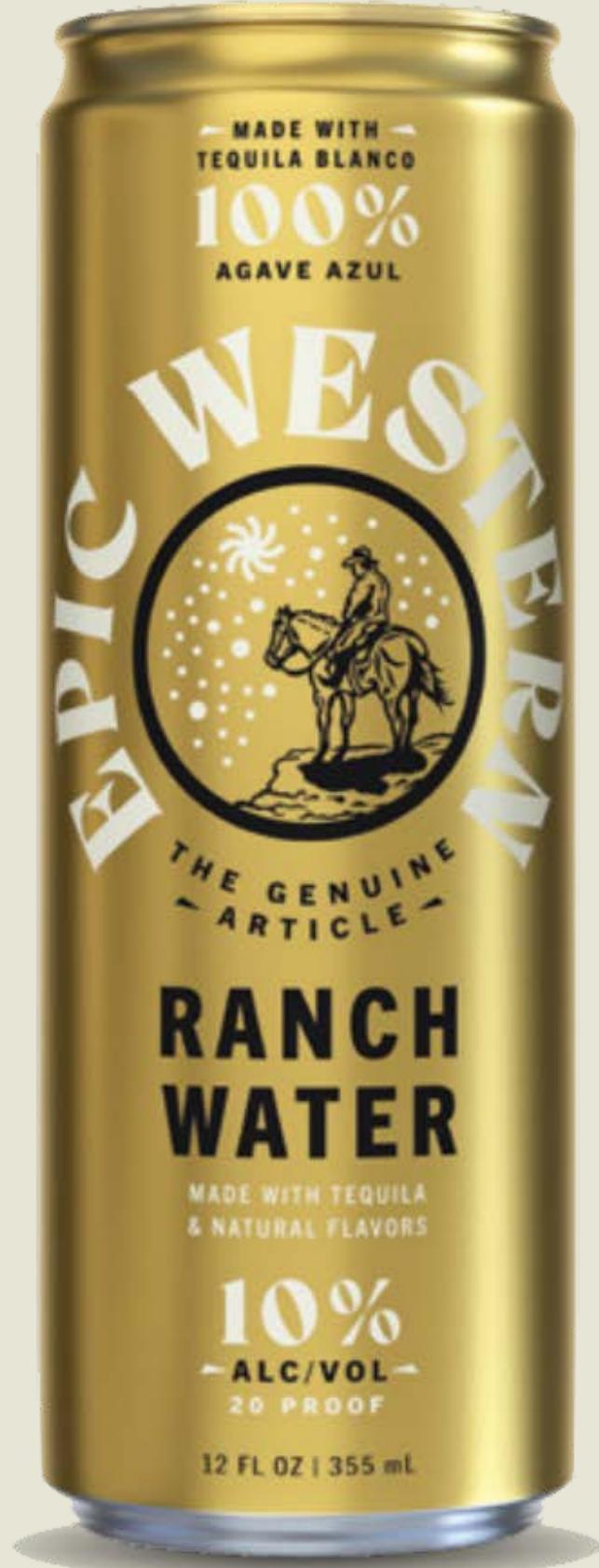
The main difference between Epic Western and other RTD Ranch Waters currently on the market is that an Epic Western cocktail is made with 100% pure Blue Agave Tequila from Jalisco, Mexico. Ranch Waters packaged outside of Mexico are made with mixto, which is a low-cost substitute for tequila and contains up to 49% non-agave ingredients. Most mixtos contain added colorings and flavors to make the product look and taste similar to a premium tequila. You can spot the difference by looking at your Ranch Water cocktail in a glass. If it appears cloudy or golden, it contains either mixto, or isn't even made with tequila at all (seltzer). Epic Western Ranch Waters are clear and bubbly because of the premium, simple ingredients - 100% Blue Agave Tequila, Mexican Mineral Water, real lime flavor, and sea salt.



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TASTE THE DIFFERENCE.

WHAT'S INSIDE?



3

→ OUNCES ←

of Premium 100%
Blue Agave Tequila
- that's 2 shots!

Certified Mexican Mineral Water

Sea Salt & Real Lime Flavor

DRINKING EXPERIENCE

Opens clean and bright with
fresh lime & certified
Mexican Mineral Water

Satisfyingly savory with a dash
of sea salt

Finishes strong with the
alcoholic kick of smooth
100% Blue Agave Tequila

Serve ice cold for the most
refreshing experience

MEET THE FOUNDERS

ROYCE ITSCHNER

Royce graduated from Texas Tech University and began his career in business consulting. He currently serves as President and Chief Operating Officer of TransPecos Banks. Prior to joining TransPecos Banks, Royce was an Executive with USAA from 2011 – 2019 where he held a variety of leadership roles. Royce and his wife, Lauren, reside in San Antonio with their two daughters, where they enjoy an active lifestyle, spending time in the outdoors hunting, fishing and enjoying nature.



ADAM LOVE

Adam was born and raised in Austin, TX. After graduating from the University of Texas in 2000, he began his real estate career. Adam joined SCC Development as a Partner in 2006. Adam focuses on all aspects of real estate development, including retail, industrial, multi-family, and office. Adam and his wife, Katie, relocated to San Antonio in 2019. They have two daughters and enjoy an active lifestyle, traveling, and sharing life with family and friends.



DUB SUTHERLAND

Dub attended The University of Texas at Austin. After college, he married his high school sweetheart, Brandi, and attended law school at St. Mary's University in San Antonio. Since 2004, he has called San Antonio home, where he is managing partner of Kennedy Sutherland LLP, a corporate and securities law firm with offices in San Antonio and Austin. Before practicing law, Dub spent time early in his career in executive management positions in both the banking and manufacturing industries. Dub and Brandi have two daughters and a son who keep them busy with their active lifestyles. The mantra in the Sutherland household is “work hard, be kind, and always tell the truth.”



DISTRIBUTORS

Tri-City Distributors serves as both a distributor
and the exclusive importer of Epic Western

Silver Eagle Distributors - *Houston*

Silver Eagle Beverages - *San Antonio*

Brown Distributing - *Austin*

Favorite Brands - *Dallas & Ft. Worth*

L&F - *Corpus Christi/Rio Grande Valley*

L&F - *El Paso*

Favorite Brands - *West Texas Region*

Budweiser Distributing - *Amarillo*

Jack Hilliard Distributing Company - *College Station*

Giglio - *East Texas Region*

Wismer Distributing - *Baytown*

Keg 1 O'Neal - *Weatherford*

LAUNCH

On shelves early summer 2021

www.EpicWestern.com • IG & FB @epicwestern

FAQS

What is a ranch water cocktail?

A Ranch Water is a tequila-based cocktail made with four simple ingredients:
100% Blue Agave Tequila, mineral water, lime, and salt.

What makes a spirit 100% Blue Agave Tequila?

The source of sugars that are fermented is what constitutes a 100% Blue Agave Tequila. A tequila can only be termed “100% Blue Agave” if it is made purely from a blue agave plant in Jalisco, Mexico, and all sugars that are fermented come from the agave plant.

Why are Ranch Water RTDs produced outside of Mexico not considered authentic Ranch Waters?

Simply put, it is illegal. The only way that a RTD can contain 100% Blue Agave Tequila is if the product is distilled, canned and packaged in Mexico AND exported in its final format into the United States, ready for the shelves.

What is mixto? What are the ingredients?

Mixto is mixed tequila (a low-cost substitute for tequila). It is a mix of fermented agave juice and up to 49% “neutral cane spirit.” In addition, mixtos contain added colorings and flavors to make it look and taste similar to a premium tequila.

What is seltzer? What is in an RTD with seltzer?

“Hard seltzers” or RTDs made with seltzer contain carbonated water, alcohol made from fermented cane sugars, and some sort of fruit flavoring. They do not contain any liquor.

Epic Western is 10% ABV. What does this mean?

Alcohol by volume, or ABV, is a standard measure of how much alcohol is contained in a given volume of an alcoholic beverage. A 12 oz Epic Western Ranch Water is 10% ABV and contains 3 oz of 100% Blue Agave Tequila.

FAQS Cont.

How much 100% Blue Agave Tequila is contained in a can of Epic Western?

How much 100% Blue Agave Tequila is contained in a 4-pack of Epic Western?

There is 3 ounces of premium 100% Blue Agave Tequila in each Epic Western can and a half bottle of 750 ml of tequila per 4-pack. Each can consists of 12 fl oz (355 mL of liquid) with the perfect amount of Mexican Mineral Water, real lime flavor and a dash of sea salt.

How many carbs does a 12 oz Epic Western Ranch Water have?

A 12 oz can of Epic Western Ranch Water contains only 1g of carbs.

Does Epic Western Ranch Water contain added sugar?

No, Epic Western Ranch Waters do not contain any added sugar.

There is 0g of sugar in a can of Epic Western Ranch Water.

Is Epic Western Gluten Free?

Epic Western is gluten free.

What is the flavor profile of an Epic Western Ranch Water?

Epic Western Ranch Waters taste exactly how you make them at home. Opens clean and bright with fresh lime & sparkling mineral water, satisfyingly savory with a dash of salt, and finishes strong with the alcoholic kick of smooth 100% Blue Agave Blanco Tequila.

Serve ice cold for the most refreshing experience.

Can you smell the tequila?

As soon as you crack a can of Epic Western, you can smell the premium 100% Blue Agave Tequila.

FAQS Cont.

Other canned Ranch Water cocktails have a cloudy or golden appearance. Epic Western is clear and bubbly. Why is this?

Ranch Water cocktails that appear cloudy or golden either contain mixto, or aren't even made with tequila at all (seltzer). Epic Western Ranch Waters are clear and bubbly because of the premium, simple ingredients - 100% Blue Agave Tequila, Mexican Mineral Water, real lime flavor, and sea salt.

How do I find retailers who serve Epic Western?

How do I get my local liquor store to sell Epic Western?

Go to EpicWestern.com or find us on Instagram at @epicwestern and DM us with questions and comments.

How can I find Epic Western on social media?

Instagram: @epicwestern | Facebook: Epic Western Cocktail Co.

Who are the founders and financial partners of the Epic Western brand?

The founders of Epic Western are Royce Itschner, Adam Love, and Dub Sutherland. Epic Western is proud to partner with like-minded companies who share our values of unrivaled quality and doing things the right way. We are pleased to announce that the company has partnered with YETI Capital. Created by YETI Coolers founders Roy and Ryan Seiders and Dave Schnadig, an early YETI Coolers investor and YETI's Board Chair since 2012. Epic Western is also partnering with Austin-born taqueria Tacodeli who will feature Epic's Ranch Water in their establishments across Texas.

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PRESS

Access Hollywood

AdWeek

Beer News Daily

KSAT

KXAN/Studio 512

Life in Terrell Hills

The Manual

NewsBreak

SA Current

San Antonio News Express

Tribeza 1

Tribeza 2

PRESS



[Web Version](#)

Alcalde
The Official Publication of the Texas Exes

OFFICIAL RANCH WATER OF THE TEXAS EXES

EPIC WESTERN THE GENUINE ARTICLE

RANCH WATER

San Antonio-based Epic Western launching canned tequila cocktail

Posted by [Nina Hangel](#) on Thu, Jun 10, 2021 at 11:31 am



BEER BUSINESS DAILY
NEWS. NUMBERS. MOTIVE.

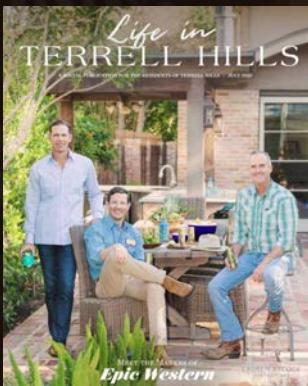
May 13, 2021

YETI-Backed Ranch Water Hitting Texas with Red Network

Dear Client:

Startup spirits companies keep finding "white space" for new RTDs. The latest? A San Antonio company is launching another Ranch Water product, with "2 shots of premium tequila per can." It's "distilled, canned and packaged in Mexico, then imported into the United States."

It's called Epic Western Cocktail Company, and it's introducing its first 100% Blue Agave Tequila product across Texas imminently, with some of the largest beer wholesalers in the country.



Why Ranch Water Will Be the Drink of the Summer

It's been called the unofficial drink of West Texas dive bars and house parties. Some describe it as a refreshing marriage of a Tom Collins and a margarita.

But any way you mix ranch water—traditionally with some combination of tequila, lime juice (preferably Tropi Chico), fresh lime juice and a splash of simple syrup—it's on track to become the sation of the summer.

Epic Western Ranch Water Is A New Cocktail For Texans

A HOMEGROWN COCKTAIL COMPANY LAUNCHES THEIR REFRESHING TEQUILA DRINK THIS SUMMER



Epic Western Ranch Water Is A New Cocktail for Texans

A hometown cocktail company launches their refreshing tequila drink this summer. Move over, White Claw. There's a new summer drink in town—and this one's Texan, born and bred. Founded by Royce Ischner, Adam Love and Dub Sutherland, Epic Western launches its line of ready-to-drink cocktails this summer. After starting their company in San Antonio in 2019, the three entrepreneurs are partnering with two other Lone Star brands, Yeti Capital and Brown's Distributing, to bring their products to liquor stores, bars and restaurants across Texas.

austonia

Tacodeli shakes up menu with dinner and alcohol options

New alcoholic additions include:
• Local beers and new canned cocktail Epic Western, made with 100% blue agave tequila, mineral water, salt and lime, are also available.

Try The Newest Ranch Water By Epic Western

Whether you go out on the boat, chill poolside, or hang at home, Ranch Water is a low-calorie classic cocktail that is here to stay. The San Antonio-based, 100% blue agave tequila cocktail company founded by three Texas entrepreneurs, Epic Western is on the same page as you. It only contains four premium ingredients: 100% blue agave tequila from a family-owned distillery in Jalisco, Mexico; sparkling mineral water from a certified

Lake Activities

Take the kids to the lake for some fun! Whether you're looking for a day trip or a weekend getaway, there are plenty of activities to do at the lake. From boating to fishing, there's something for everyone. Check out our guide to the best lake activities in the area.

Work at Home

Work at home is becoming more popular than ever. If you're looking for a job that allows you to work from home, there are many opportunities available. Check out our guide to the best work-at-home jobs in the area.

Full Serving

If you're looking for a full-service restaurant, we've got you covered. From breakfast to dinner, we have everything you need. Check out our guide to the best full-service restaurants in the area.

Catch the Sun at the Beach

The beach is a great place to relax and soak up the sun. Whether you're looking for a day at the beach or a weekend getaway, there are plenty of activities to do at the beach. Check out our guide to the best beach activities in the area.

As seen on SA Live - Friday, August 20, 2021

Hill Country wine roundup, Katy McKenzie music, Get Fit Friday, hot weather beauty tips + ranch water

We are featuring weekend vibes with Epic Western Ranch Water and new music by local performer Katy McKenzie. Follow her on Instagram and Facebook and listen to her music here.



EAT & DRINK

3 brand-new San Antonio brews and hard seltzers to sip this summer

News drinks from Talla Street, Roadmap Brewing, and more

Camille Saurez

June 16, 2021 | Updated: June 16, 2021 9:43 a.m.



THE MANUAL

The 5 Best Canned Ranch Waters To Buy Now

By [Katie](#) on June 16, 2021

It's time to get your summer on. The people and party refreshments you've been craving are finally here. And if you're looking for a new drink to add to your repertoire, look no further than these five canned ranch waters. They're perfect for those days when you just want a quick, refreshing drink without having to worry about mixing it yourself. Plus, they're easy to transport and store.

Epic Western Ranch Water

This seltzer on the drive is less sessionable at 100% ABV and packed with flavor. The lime, crafted in Mexico, works wonderfully with the infused water here. It's a great option for those who like a bit of kick in their drink. The taste is clean and crisp, with a hint of citrus and a touch of saltiness.

STUDIO 52

Tacodeli Is Adding Alcohol & Dinner Menus For The First Time Ever



Tacodeli's new addition of alcohol includes a handmade cocktail menu with frozen margaritas, cocktail, beer, and more. All cocktails are made with fresh juices and include 16oz to-go options.

- Local beers and new canned cocktail Epic Western, made with 100% blue agave tequila, mineral water, salt and lime, are also available.

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