

NEWSFRONT

SPIRITS

KILLEPITSCH APPOINTS VISION AS NEW IMPORTER

Vision Wine & Spirits, LLC has been appointed the new exclusive importer of the premium German liqueur Killepitsch. Killepitsch is an all-natural, 84 proof liqueur made from a proprietary recipe of over 90 different herbs, spices,



fruits and berries that have matured together for over a year. It is typically enjoyed well-chilled as a shooter, in cocktails or as a digestif.

The guarded formula for Killepitsch is a recipe of the Busch family, distillers from Dusseldorf, dating back to 1858. The name "Killepitsch" came from Willi Busch who, while in an air-raid shelter during the Second World War, promised to toast new beginnings with his friend Hans Müller-Schlösser if they survived. The message to his friend was "If they don't 'KILL' us now, we will have a chance to 'PITSCH'" (local vernacular for drink), creating the name "Killepitsch." The brand was formally launched in the 1950s. Today, Killepitsch is still produced in Dusseldorf by the family heir, Peter Busch. Killepitsch is available in both its classic 750ml bottle and a new "Design Edition" 750ml bottle, which is frosted purple glass with the brand story etched on the bottle. Both bottles have SRP \$24.99. Smaller formats will be introduced in the near future.



"For some time, Killepitsch has had a cult following here in the USA. With their innovation and our organization we look forward to expanding distribution and introducing new consumers to the brand," said Dan Lasner, managing director of Vision Wine & Spirits, LLC.



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