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- AUTHENTICITY
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FOR IMMEDIATE RELEASE

DASHFIRE BITTERS SIGNS NEW US DISTRIBUTION AGREEMENT

THE PRODUCER OF THE LARGEST SELECTION OF BITTERS IN THE WORLD TO BE DISTRIBUTED
NATIONALLY BY VISION WINE & SPIRITS, LLC

Minnetonka, MN · 01/29/2019 – The ‘Bold North’ of Minnesota is where Lee Egbert calls home. He and his wife, Dawn, are the forces behind Dashfire Bitters.

Lee is driven by an unending curiosity coupled with an appetite for travel and a desire to learn all he can about the flavors and spices of different cultures. Lee lived in China for a year and a half, and has also travelled extensively in Thailand, Malaysia, India, Sri Lanka, Morocco, Spain, Portugal, Italy, Mexico, Guatemala, and Belize, where he had the opportunity to learn first-hand about local herbs and spices as well as spirits and food. The inspiration for all Dashfire products is drawn from these experiences and flavors.

Dashfire produces four categories of bitters:

- Aromatic Collection - (Jerry Thomas Decanter, Classic Creole, Old Fashioned Aromatic & Spiced Apple)
- Citrus Collection – (Orange, Lemon, Lime, and Grapefruit)
- Botanical Collection - (9 botanically-based single-flavor bitters)
- Vagabond Series (Mr. Lee’s, Mole & Chai’Walla)
- Signature Series (Vintage Orange No. 1 – bourbon-based bitters aged in Minnesota-made white oak barrels)

Additionally, Dashfire produces Egbert’s Cocktail Cherries, and will also be releasing a line of high-proof, Ready-to-Pour Cocktails in 2019, building off their knowledge of blending flavors to create high-quality craft cocktails.

“We are very excited to partner with Vision and expand the reach of Dashfire products across the US,” said Lee Egbert, President. “Vision has already shown their commitment and dedication to unique, high quality brands like ours, and we are very happy to be a part of their portfolio.”

Vision President D. Dean Williams said, “The company is truly excited about the prospect of working with Lee and Dawn and the Dashfire team. This is a very important category to the cocktail culture in our country. The quality of product and packaging, and the range of creative flavors that Dashfire has created will, without a doubt, soon distance them from their competitors.”

Vision Wine & Spirits, LLC is a division of the Martignetti Companies, the 7th largest distributor in the United States, with corporate offices in Taunton, MA. Vision sells to over 150 wholesalers in all 50 states.

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