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Maine's Cold River Vodka Announces Plans to Expand Growth in Massachusetts With Hire of Sales and Marketing Representative

Freeport, Maine – Bob Harkins, Director of Sales and Marketing at Freeport, ME's Cold River Vodka (www.coldrivervodka.com), today announced that the premium vodka company has recruited Dawn Marie Herrick, a northeast-based marketing and sales representative in the spirits industry, as its Massachusetts sales representative.

Herrick brings an experience portfolio to Cold River Vodka which includes eight years as Massachusetts Sales and Marketing Representative for the Philadelphia-based Charles Jacquin Company's Chambord Liqueur. In this capacity, Herrick measurably increased sales through the 400-plus active accounts she sold and maintained. The MA-based professional also has successfully headed promotional launch events for new brands in the region, including Miller beer, Pete's Brewing, Bacardi, Seagram's, and Commonwealth Wine and Spirits.

"We believe we've found a perfect fit for considerable brand expansion of Cold River in Massachusetts," Harkins noted. "Dawn's experience and impressive sales track record speak volumes. Working with her will help us develop and leverage new and existing relationships with key Massachusetts stakeholders."

Cold River Vodka already has been picked up by over 150 restaurants and clubs throughout Massachusetts, and by over 160 liquor stores, according to Harkins. The addition of Herrick to the Cold River Vodka team is a solid indication that the business is actively continuing its expansion in 2009, and is committed to keeping pace with increased demand throughout the greater Boston market, he said.

"It's important to note that in these challenging economic times, we're still gaining a considerable amount of traction in the Boston market, and are confident about pushing forward this year," Harkins added.

The premium vodka from Maine has been receiving numerous accolades from press of late, including a slot in January on *Wine Enthusiast's* annual list of "Top 50 Spirits." Cold River Vodka was the top-rated vodka on the spirits list, having earned the magazine's only "Classic (96-100) / Highest Recommendation" rating for vodka in 2008.

Earlier this month, Cold River Vodka was featured in *The Boston Herald*, *Boston* magazine, and on iWine Radio, and also made Boston headlines during the gala launch with *Esquire* magazine of Bond, the new restaurant and nightlife spot in Boston's plush Langham Hotel.



*Dawn Herrick, Cold River
Vodka's new sales representative
in Massachusetts*

– more –



www.coldrivervodka.com

In January, the premium vodka was featured among VIPs at the 6th Annual “In the Spirit of the Game” extravaganza in Los Angeles, featuring celebrities and major baseball luminaries including Tommy Lasorda, Reggie Jackson, World Series-winning manager Whitey Herzog, and Baseball Hall of Famers George Brett and Rich “Goose” Gossage.

“We’re all so interested to see awareness of our vodka and its unique appeal spreading around the country,” said Chris Dowe, Head Distiller at Maine Distilleries, which produces solely Cold River Vodka. “Watching the rapid growth of our classic vodka and new Blueberry Flavored vodka continues to be incredibly encouraging to our whole team.

“We all know, though, that the success of our product really comes down to the preferences of restaurant owners, bartenders, waitstaff, and individual shoppers,” Dowe added. “It’s their opinions that will decide how well we fare in our greater Boston expansion this year. So far, though, business sure is looking promising.”

About Cold River Vodka:

Founded in 2005, Cold River Vodka, located in Freeport, Maine, is the brainchild of four talented Maine entrepreneurs: Donnie Thibodeau, who owns Green Thumb Farms in Fryeburg, ME; his brother, Lee Thibodeau, a neurosurgeon in Portland, ME; Bob Harkins, a former Sunday River ski executive from Paris, ME; and Chris Dowe, Distiller, from New Gloucester, ME.

Known for its distinct nose and satin-smooth finish, the gluten-free vodka is hand-crafted and batch-distilled in a copper potstill, using water from Maine’s Cold River and farm-fresh Maine potatoes. Maine Distilleries, which produces only Cold River Vodka, is the only “ground-to-glass” distillery in the nation, where the company controls every aspect of production – from the planting of the potatoes to final bottling.

The triple-distilled vodka currently is available at major markets, restaurants, and fine spirits retailers in all New England states, New York, New Jersey, Maryland, Washington D.C., Delaware, South Carolina, Florida, Indiana, Kentucky, British Columbia, and London.

For more information, visit www.coldrivervodka.com or call (207) 865-4828.

For photo requests or to schedule an interview with Cold River Vodka’s Director of Sales and Marketing, Bob Harkins, or Head Distiller Chris Dowe, contact Jen Beltz at (207) 699-5502 or jen@frontburnerpr.com.

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