



For Immediate Release

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Major Brands Teams Up with Iconic Springfield Rock Band to Distribute Ozark Dry Gin Statewide in Missouri

ST. LOUIS, MO (October 14, 2020) — Major Brands, the largest Missouri-based distributor of premium spirits, wine, beer and non-alcoholic beverages and the Ozark Mountain Daredevils, a country/rock band from Springfield, Missouri, announced today a statewide distribution agreement to distribute Ozark Dry Gin to retailers and restaurateurs across Missouri.

The Ozark Dry Gin is a small batch Gin distilled locally in Springfield, MO by EE Lawson Distillery LLC. Missouri will be the first market for this new product.

“We are proud to count Ozark Dry Gin among the many local leading distilleries, wineries and breweries we distribute in Missouri,” said Major Brands CEO Sue McCollum. “Supporting brands in our own backyard is an important part of who we are as a company.”

John Dillon, one of the Ozark Mountain Daredevils founding partners, tells the story behind the Gin.

“While in London recording our first album, we discovered the subtle pleasures of English Gin. Learning that it is the botanicals that give gin its unique taste and sense of place, we were intrigued by the possibility of a spirit that pays homage to the colorful history and origins of gin, as well of our own dreams for this time-proved elixir. Our eleven carefully selected botanicals are locally-sourced, and bring a finish as clean and crisp as an Ozark Mountain Spring.”

Steve Drewry, General Manager of Major Brands Springfield says “We are excited about this partnership. Both Major Brands and the Daredevils are rooted in Missouri and gin is experiencing a renaissance, not only in Missouri, but around the country. Major Brands looks forward to working with the Daredevils to grow their Ozark Dry Gin in markets around Missouri not only this year, but into 2021, which marks the 50th anniversary of the Ozark Mountain Daredevils.”

About Major Brands Premium Beverage Distributors

Major Brands is the largest Missouri-based and operated distributor of premium wine, spirits beer and non-alcoholic beverages, with offices in St. Louis, Kansas City, Springfield, Columbia and Cape Girardeau. Major Brands employs more than 600 people and serves more than 9,000 retail customers. It began operations in 1934 and remains a family business. For more information visit: majorbrands.com.

About The Ozark Mountain Daredevils

This country/rock band uniting American and Southern heritage was formed in Springfield, Missouri in December of 1971 and has produced 15 albums and sold over 3 million records worldwide.