

# Infinium Spirits signs exclusive distribution deal with WEBB Banks

Infinium Spirits announces an agreement with premium spirits distributor, WEBB Banks, that will see the exclusive distribution of the Infinium Spirits portfolio into the Caribbean Basin and travel retail in the Americas and select central American markets, effective immediately.

The distribution agreement represents a major milestone for Infinium Spirits, as the California-based distributor continues to expand its portfolio globally. Under the agreement, WEBB Banks will exclusively distribute and represent Skrewball Peanut Butter Whiskey, Templeton Rye American Whiskey, Zaya Rum, as well as the highly coveted and ultra-luxury brand, Tears of Llorona Tequila through their existing route to market.

“We are very excited to start working exclusively with WEBB Banks through its international route to market. This marks an important step for Infinium Spirits, as we continue to expand the global footprint of our portfolio. Our strategic partnership with WEBB Banks will allow our award-winning spirits portfolio to further build brand equity and global growth through its existing channels with a specific focus on the traveling consumer,” states Shane Fitzharris, Senior Vice President - General Manager, Infinium Spirits.

“We are very proud and honored to add Skrewball, Templeton Rye, Zaya Rum and Tears of Llorona to the WEBB Banks portfolio and we welcome Infinium Spirits as a valued partner. At WEBB Banks we pride ourselves in curating only the best spirits brands for our portfolio and our goal will be to drive growth for Infinium Spirits products in the Caribbean and Central American domestic market and the travel retail channel through our extensive distribution network,” adds Andy Consuegra, CEO, WEBB Banks.