

NEWS RELEASE

FOR IMMEDIATE RELEASE

22 Salute, LLC
August 30, 2022

22 Salute aims to help save Veteran and First Responder Lives with its new launch of a Veteran-made product now available at Smith's Food & Drug stores.

With 22 Salute's new Veteran-made vodka, consumers can enjoy sipping one of America's finest crafted vodkas while knowing a portion of each purchase is donated to assist mental health and suicide prevention programs for Veterans and First Responders.

Nevada, August 30, 2022 —22 Salute, LLC is launching a new vodka they refer to as Vodka With A Purpose, and is partnering with Smith's Food & Drug to make the product available on their store shelves in the Las Vegas metro area. 22 Salute Vodka is handcrafted with all-natural ingredients and distilled by a Female and Veteran owned distillery made here in America.

"At 22 Salute, we know that Smith's Food & Drug shoppers want to purchase items that are high quality at the best prices while knowing their purchase helps to give back to those that have sacrificed so much is a bonus." said Eric Ranks, CEO and Co-Founder of 22 Salute, LLC. "In order to do that we need partnerships like this one to make giving back easy and affordable while enjoying the only true Vodka With a Purpose. Who you buy from can be just as important as what you buy."

22 Salute was founded to not only support Veteran-made products, but also to honor Veterans and First Responders who have served our nation with courage, honor, and sacrifice. A portion of each bottle sold is dedicated to improving these heroes' quality of life and reducing their rising suicide rates, which averages 22 per day, for Veterans and first responders. Consumers join this movement each time they purchase a bottle of 22 Salute Vodka, a high-quality charcoal filtered vodka from the 7th best American distillery in 2021 as ranked by Travel and Leisure Magazine.

"Smith's is proud to offer 22 Salute's products on our store shelves, providing our customers an opportunity to support a community-focused business", said Aubriana Martindale, Smith's Corporate Affairs Manager.

"22 Salute chose Smith's as the first grocer and retailer to launch our Vodka because of the unwavering support they've shown in our mission and our brand," said Eric Ranks.

22 Salute Vodka With A Purpose is offered in 1-liter bottles for \$24.99 and can be purchased at select stores around Las Vegas and Henderson, NV.

About 22 Salute, LLC

22 Salute is a social enterprise with a Veterans first initiative selling Veteran-made Spirits and South Texas Mesquite Smoked coffee. They utilize made in America, Veteran owned suppliers and are committed to hiring Veterans whenever possible. 22 Salute, LLC is focused on giving back to the Veteran & first responder communities by donating a portion of it's profits to The Veterans Connection, a 501 (c)(3) nonprofit focused on Veteran & First Responder mental health & suicide prevention. *Check out 22 Salute products, find Smith's Food & Drug store locations, and learn more about their mission at 22salute.com*

About Smith's Food & Drug

At Smith's Food & Drug, a company of The Kroger Co. (NYSE: KR), we are Fresh for Everyone and dedicated to our Purpose: To Feed the Human Spirit®. In everything we do, we're guided by our values and our Purpose: to Feed the Human Spirit. We strive to make decisions that balance the safety of our associates with our commitments to our customers and communities. And above all else, we'll be there for our communities when they need us most. For more information: www.smithsfoodanddrug.com

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