



PR%F Award-winning 22 Salute Spirits & Coffee™ serves Veterans

Veteran dependent owned, purpose-driven social enterprise brings taste and community to beverages.

22 Salute Spirits & Coffee™ is a 100% military Veteran dependent owned, purpose-driven social enterprise with a Veterans first initiative. They sell South Texas Mesquite Smoked Coffee custom roasted by a United States Navy Veteran, as well as Veteran-made Spirits handcrafted by a Veteran and woman-owned distillery in Maryland. Recently, 22 Salute Vodka was entered into the 2022 PR%F AWARDS competition and received two Silver Medals, one for Masked - Double Blind Tasting and another for Total Package.

The country is estimated to lose an average of 22 United States Veterans to suicide every day. This is the most commonly known statistic based on a study released in early 2013 by researchers at the Department of Veterans Affairs. However, that number has steadily been increasing since 2020. This is partially due to Veterans and First Responders not having sufficient access to mental health treatment provided through

their insurance. This leads to many accounts of untreated PTSD in Veterans throughout the country. Supporting Veterans and First Responders is vital, but it can be challenging to find companies that help address issues that support Veterans and First Responders.

Recognizing the 22 average military suicides per day is not just reflected in the name; the number “22” can be found throughout many aspects of the 22 Salute brand. The vodka is charcoal filtered more than 22 times, elevating the smoothness and making it a crisp, clean-tasting vodka. The uniquely designed 1-liter bottle holds 22 1.5 ounces of Salute Shots™, so getting friends together for a toast has become meaningful.

22 Salute was founded to support Veteran-made products and honor Veterans and First Responders who have courageously served our nation. With every purchase, a portion of the 22 Salute proceeds go to The Veterans Connection (TVC), a non-profit organization focused on improving these heroes’ quality of life through a four-phase approach. This is implemented by aiming to CONNECT veterans to a supportive community, to EMPOWER them and minimize their stress, to ALIGN them with alternative healing solutions to maintain positive mental health, and to help them THRIVE through career and financial growth. To learn more about The Veterans Connection, visit theveteransconnection.org and follow on Facebook @ [theveteranconnection](https://www.facebook.com/theveteranconnection) and Instagram @ [theveteransconnection](https://www.instagram.com/theveteransconnection).

In September, 22 Salute Spirits and Coffee™ proudly announced its first partnerships with

Smith’s Food & Drug/The Kroger Co. and Summit Spirits & Wine in Las Vegas. The support from the Las Vegas community has been remarkable. Within 60 days of selling their first bottle, 22 Salute Vodka went from two stores in Las Vegas to 51 locations throughout Nevada.

“We’ve had the opportunity to speak to customers purchasing 22 Salute Vodka, and we have heard countless heartfelt stories from people who have loved ones that are Veterans, and they tell us how much our cause means to them,” says Eric Ranks, 22 Salute CEO & Co-Founder. “We have a great quality product, and we get to make a positive, meaningful impact in the Veteran and First Responder communities.”



22 Salute launched in Utah and Texas in late December. They have licenses, a distributor for Florida, Maryland, Washington D.C., California, and New York, and the ability to ship their coffee nationwide and vodka in 36 states direct to door. In addition, 22 Salute has begun

the registration process to expand into Idaho, Arizona, New Mexico, Colorado, Oklahoma, and New Jersey.

With every product sold going towards saving a life, 22 Salute is vodka and coffee “With a Purpose™” made by American heroes supporting American heroes.

For more information about 22 Salute products, find locations and learn more about their mission, visit 22salute.com. Follow on Facebook, Instagram, Twitter, and TikTok @ [22salutebevco](https://www.tiktok.com/@22salutebevco).