

Mission Cocktails partners with Reyes Beverage Group

23 September 2024 | News

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Mission Cocktails, an award-winning, premium ready-to-pour craft cocktail brand known for its highly acclaimed beverage offerings and commitment to philanthropy, announced a new partnership with Reyes Beverage Group in the state of California. This collaboration will bring Mission Cocktails' entire collection to even more consumers across the state, including their highly anticipated Espresso Martini, expanding the brand's reach and impact.

Reyes Beverage Group, a leader in the alcohol beverage distribution industry, will leverage its route to market with best-in-class customer service, a c-store channel focus with deep coverage, second-to-none logistics and delivery expertise, and a data-driven sales approach to support Mission Cocktails' growth in California. This partnership is a significant milestone for Mission Cocktails as it aligns with their mission of becoming the biggest and best ready-to-serve cocktail brand in their home state.

Mission Cocktails' collection, which includes the Spicy Margarita, Espresso Martini, Margarita, Old Fashioned, Cosmopolitan, Mai Tai, and Manhattan, will now be available through Reyes Beverage Group's vast distribution network. This partnership will also see the launch of the new Espresso Martini in the market, a product that Mission Cocktails is particularly proud of.