

## FOR IMMEDIATE RELEASE

### **Superior Beverage Group Announces New Partnership with Proximo Spirits**

*New distribution relationship and launch of High Proof Brokerage Division strengthens Superior Beverage Group's footprint.*

**Ohio – January 8, 2026** — Superior Beverage Group is pleased to announce a new partnership with Proximo Spirits, who is globally renowned within the spirits industry and recognized as the world's largest tequila producer. This important milestone was developed in conjunction and partnership with K1 Management Services, whose strategic collaboration helped bring this opportunity to fruition.

“This strategic partnership represents a significant step forward for both organizations. By combining Proximo's iconic portfolio with the operational strength and market expertise of K1 Management Services and Superior Beverage Group, we position ourselves for long-term sustainable growth,” said Curt Mccamon, Chief Operating Officer of K1MS.

Effective early February 2026, Superior Beverage Group will begin a new distribution relationship with Proximo Spirits. As part of this partnership, Superior Beverage Group will distribute Proximo Spirits' low-proof ready-to-serve and ready-to-drink offerings, including well-known brands such as **Jose Cuervo Authentic Margaritas, Jose Cuervo Canned Sparkling Margaritas, and 1800 Ultimate Margaritas.**

In conjunction, Superior Beverage Group is proud to launch its **High Proof Brokerage Division**, which will represent Proximo Spirits' full portfolio of high-proof products across the state of Ohio. The High Proof portfolio includes leading brands such as **Jose Cuervo, 1800 Tequila, Bushmills Whiskey, The Kraken Spiced Rum, Pendleton Whisky, Three Olives Vodka, Maestro Dobel Tequila,** and more.

“This marks a new chapter in each company's history, spanning multiple centuries and generations. The new partnership is a true demonstration of collaboration and teamwork, built on trust with our customers and suppliers. We are honored to represent Proximo Spirits.” stated Matt French, President of Superior Beverage Group.

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### **About Superior Beverage Group**

Founded in 1922, Superior Beverage Group is a family-owned beverage distributor headquartered in Cleveland, Ohio. With over 103 years of experience, Superior has built a reputation for excellence in service, strong supplier partnerships, and a commitment to operational innovation. Serving a wide range of retail and on-premise customers across 58 counties in the state of Ohio, Superior's portfolio includes some of the most recognized and respected brands in the industry. The company's success is driven by a dedicated team and a relentless focus on being the distributor of choice in every market it serves.

### **About K1 Management Services:**

K1 Management Services provides top-tier management and operational support to its subsidiaries and affiliated companies, ensuring that each entity operates at its highest potential. With a focus on innovation, efficiency, and excellence, K1 Management Services plays a pivotal role in driving the success of Superior Beverage Group and other member businesses.

### **About Proximo Spirits**

Proximo Spirits is a leading American multinational spirits company headquartered in Jersey City, New Jersey. Founded in 2007 by the Beckmann family, Proximo produces, imports, and distributes a diverse portfolio of more than 30 premium brands—including Jose Cuervo, 1800 Tequila, Kraken Rum, Bushmills Irish Whiskey, and Stranahan's Colorado Whiskey—across more than 85 countries. As a subsidiary of Becele S.A.B. de C.V., the world's largest tequila producer, Proximo combines global reach with deep heritage, delivering industry-leading brands while continuing to expand through innovation and strategic growth initiatives.