



**FOR IMMEDIATE RELEASE**

## **Superior Beverage Group Partners with Brown-Forman to Drive Growth in Ohio Spirits Market**

**Ohio – April 29, 2026** — Superior Beverage Group, in conjunction with K1 Management Services (K1MS), is pleased to announce a new brokerage partnership with Brown-Forman, a global leader in the spirits industry. This new relationship expands Brown-Forman’s footprint in Ohio through Superior Beverage Group’s growing High Proof Spirits Brokerage Division.

Beginning June 2026, Superior Beverage Group will broker Brown-Forman’s complete portfolio throughout the state. The agreement covers Brown-Forman’s extensive range of whiskey, tequila, rum, and gin, including iconic brands such as Jack Daniel’s Tennessee Whiskey, Woodford Reserve Bourbon, Old Forester Bourbon, Tequila Herradura, el Jimador Tequila, and Diplomático Rum, among others.

“We are honored to represent the Brown-Forman portfolio in another K1MS footprint as their broker,” said Curt McCamon, President and Chief Operating Officer of K1 Management Services (K1MS). “This partnership reflects the continued trust placed in our organization and our ability to grow and strengthen Brown-Forman’s world-class spirits portfolio in Ohio through disciplined execution and market leadership.”

Under this agreement, Superior Beverage Group will manage all brokering, representation, and sales to Ohio State Liquor Agencies and on-premise accounts statewide.

“We are incredibly fortunate for this new partnership with the passionate Brown-Forman team and their iconic and respected portfolio,” said Matt French, President and Chief Operating Officer of Superior Beverage Group. “Brown-Forman’s brands are some of the most celebrated in the industry, and this relationship perfectly aligns with our strategic focus on expanding our High Proof Spirits Brokerage Division while delivering exceptional results for our partners across Ohio.”

As mandated by Ohio state law, all warehousing and logistics for High Proof Spirits brands will continue to be managed by JobsOhio and the Ohio Division of Liquor Control.