



# Raise A Glass To Those Who Serve

presenting our remarkable  
new line of premium spirits

We're all about respect for those who've earned it. That's why Spirits of Valor, devoted to those who serve, can compete head to head with the most established and expensive whiskeys, delivering an exquisite experience with every sip. So tonight, raise a glass to heroes everywhere. They've earned it.



# The Promise

*Premium spirits taste and feel without the premium price. Reward the hero in you tonight and join us in saluting and supporting the heroes who have gone before us.*

## In support of U.S. Military families



**Special Mission SAMS Blended Whiskey** fuses very select grains to create a premium, mouth-watering whiskey with hints of oak, vanilla, and caramel. Some may also taste tobacco tones, and others hints of spice, but every lover of really good whiskey will have an exceptional sipping experience.

**Special Mission SAMS Vodka** delivers a complex, well-balanced taste and a long finish. Like most premium vodkas, it mixes well with just about anything. If you like a bit of heat and a hint of sweetness, Special Mission SAMS will be your vodka of choice.

## In support of Law Enforcement families

**Five-O Irish-American Whiskey** is a revolutionary, superbly smooth and jaw-droppingly flavorful whiskey. This one-of-a-kind secret blend of fine Irish whiskey with a generous portion of premium American bourbon brings together taste from the old country and the new for a whole new whiskey experience.

**Five-O Coffee-flavored Whiskey** is a surprising take on an Irish coffee with it's refreshing flavor and smooth, warm, bourbon finish. It's founded on a very special combination of just the right grains to create a very innovative spirit. And you don't even have to brew the coffee.

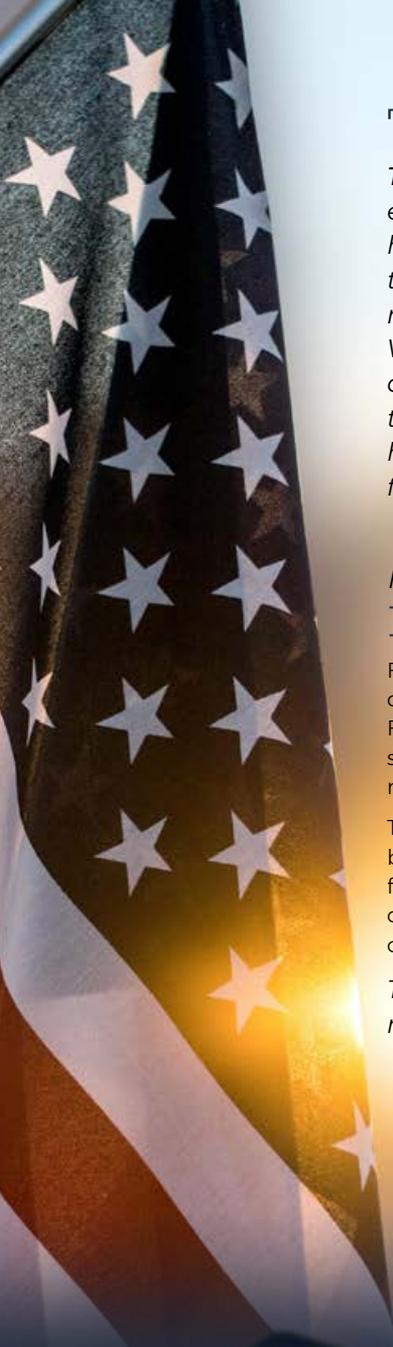


## In support of Fire & EMT families



**Crew 42 Irish-American Whiskey** is a hugely flavorful spirit: a secret blend of premium American bourbon with a noticeable share of fine Irish whiskey from West Cork. You'll love the pronounced bourbon nose and taste followed by a rich, uniquely Irish finish.

**Crew 42 Cinnamon-flavored Whiskey** is a breathtakingly fun spirit and a diversion that fits just about any occasion. It's built on a foundation of high quality American bourbon but delivers a seriously energized cinnamon kick with every sip. Try this silky, smooth and exciting sipping experience tonight.



## The Purpose

*The Spirits of Valor were created not just to entertain us or to celebrate and honor our heroes, but to literally and materially help out the families of fallen and severely disabled military members and first responders. We've joined with Major Dan Rooney and the amazing **Folds of Honor (foldsof Honor.org)** to achieve that purpose—to step in where our heroes can't, thereby paying them back a little for their immense sacrifice.*

*Here's how...*

## Buck-a-Bottle

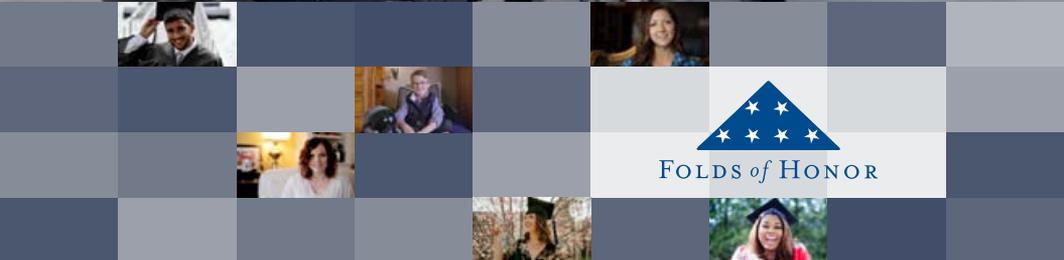
For every Spirits of Valor bottle sold \$3 from three different sources will go to the Folds of Honor Foundation. They'll turn those donations into college scholarships for the children of fallen and disabled first responders and military members.

They've given out over 16,000 scholarships since 2009, but there are so many more deserving kids waiting for their chance. So every time a Spirits of Valor bottle comes off the shelf, you're bringing more scholarships closer to being a reality.

*Turn the page to see a heartfelt message from Major Rooney.*

**BUCK  
-A-  
BOTTLE**





FOLDS of HONOR

## Supporting A Vision

*"On behalf of over 100,000 scholarship applicants, I sincerely thank you for supporting the Buck-a-Bottle campaign and the Folds of Honor Foundation. Every dollar contributed is a critical contribution to what we do to pay back those who gave so much."*

Major Dan Rooney

## THE SPIRITS OF VALOR

For info, call: **(239) 682-3441**

or email: **josephsbarry@gmail.com**

Visit: **www.thespiritsofvalor.com**

### Drink Responsibly

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.