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**FOR IMMEDIATE RELEASE**

**“When Worlds Collide”, Southern California spirits company to launch AGA•VIE™ – Esprit D’Agave, the world’s first French Agave Spirit distilled with Cognac from inside the famed region of France.**

**NEWPORT BEACH, CA, October 1, 2012** – Seeking to reach new levels of accessibility and recognition for Agave based spirits, Innovation Spirits, LLC officially launches *AGA•VIE – Esprit D’Agave*, a premium French Agave Spirit, at the *Independent Spirits Expo*, on Wednesday, November 14th, at the Swedish American Hall, San Francisco, CA.

**AGA•VIE™** is the world’s first and only spirit created from a distillation of Weber Blue Agave Spirit (Tequila) and Cognac. The name comes from the well known **AGA**ve plant and **VIE** which is “Life” in French. The marriage of Agave & Cognac produce a smoothness and complex flavor while the harshness and edge that is common with most Tequila’s does not exist at all. AGA•VIE’s first release is D’Argent (Silver in French) which is a crystal clear and un-aged spirit in the tradition of Mexico’s Blanco Tequilas (the coloring brought by the Cognac is removed by way of the final distillation).

**AGA•VIE’s** initial marketing and distribution plan calls for a phased release, which will commence in California –the world’s largest tequila market– with Nevada and Illinois to immediately follow. Under a “Focused Market” hyper local approach, the brand will provide sustained support and presence throughout the year in select urban markets. Distribution in the U.S. will be managed by Innovation Spirits, a company formed by Wines & Spirits industry executives to take advantage of the growing market and consumer demand for specialty Wines & Liquor products.

**AGA•VIE – Esprit D’Agave** is an ambitious new project for Innovation Spirits, LLC based in Newport Beach, CA where the company’s founder, Drew Hibbert, has teamed up with very skilled artisan distillers in Cognac, France to develop a dynamic spirit that captures the earthy robustness of the agave plant and introduces the fruity vibrancy of Cognac. Mr. Hibbert is no stranger to agave based spirits having previously been in charge of importing the popular Tequila Corralejo into the USA market.

**AGA•VIE** celebrates the rich history between the countries of France & Mexico, most notably the French occupation of Mexico which began in the year 1861. One of the most famous interactions of the period was the Battle of Puebla on May 5<sup>th</sup> 1862 where the French suffered an initial defeat against the Mexican forces. The famous battle is now commemorated with the popular Cinco de Mayo holiday.

**About AGA•VIE – Esprit D’Agave**

**AGA•VIE™** is the creation of multiple spirits experts and esteemed partners located in France’s famous Cognac region. Additionally, the company announces the official launch and market introduction through November and December, 2012. For more information, visit [www.AGAVIE.com](http://www.AGAVIE.com)

**About Innovation Spirits, LLC**

Innovation Spirits, LLC, is a spirits brand developer, marketing and sales company focused on the premium and super-premium segments of the industry. The company’s vision is to transcend the traditional product development process shackling the spirits industry and achieve a new standard for innovation. For more information, visit: [www.innovationspirits.com](http://www.innovationspirits.com)

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# AGA VIE™

ESPRIT D'AGAVE

