

TITO'S: AMERICA'S ORIGINAL CRAFT VODKA



From its humble beginnings in Austin, Texas, to becoming a nationwide juggernaut in recent years, Tito's Handmade Vodka is one of the most popular brands in the country, and demand for the award-winning vodka continues to grow.

How well do you really know this chart-topping tippie? Get ready to regale your customers with these fun facts.



PUT IT ON THE CARD

Burt "Tito" Beveridge got his start distilling vodka in Texas's first legal distillery which he financed with 19 different credit cards. Tito often slept on couches when he wasn't making vodka in a 16-gallon pot still.



BORN FROM CORN

While many vodkas are distilled from potatoes or wheat, Tito's Handmade Vodka is distilled from corn, making it naturally gluten-free. It is distilled six times and unaged.

THE STUDENT BECAME THE MASTER



Once Tito Beveridge set out to distill vodka, he had no intention of bringing a merely above-average vodka to the market. He wanted Tito's Handmade Vodka to stand among the best. After an exhaustive pre-internet-era learning curve, Tito constantly refined his formula, enlisting friends to blind taste test his vodka among the best brands in the world. When Tito's efforts consistently outranked the top shelf brands, he knew he was ready to take his handmade vodka to the market.



AND THE WINNER IS...

Tito's grew at a steady pace from its launch, but things really kicked into high gear in 2001 when the brand won the Double Gold Medal for vodka at the San Francisco World Spirits Competition. Since then, Tito's has taken home Beverage World's Distillery of the Year honors and received Spirit Journal's Four Stars rating in 2001 and 2007!



LOVE, TITO'S

You probably don't think of Tito's as a charitable organization with a side hustle of distilling vodka, but philanthropy is at the company's heart. The Love, Tito's program has supported thousands of causes and communities devastated by natural disasters. Tito's charitable spirit also led to the creation of the Vodka for Dog People program, which helps rescue and support the four-legged friends who enrich our lives.

