

FOR IMMEDIATE RELEASE

BuzzBallz Begins 2020 with Nielsen Brand Growth Award; BuzzTallz Awarded Product of the Year

Carrollton, Texas – Only two months into the new year, BuzzBallz, BuzzTallz and Biggies have received major accolades and updates on the previous year’s performance.

With ready-to-drink cocktails being the fastest growing alcohol segment today, it’s no easy feat to make an impact.

Nielsen, the global leader in research and data, awarded BuzzBallz with the Silver Growth award. BuzzBallz was recognized by Nielsen for having up to 100,000 new cases sold off premise (in clubs, convenience stores, drug stores, etc.) with double digit growth in money earned and volume sold.

In addition, Beverage Information Group has awarded BuzzBallz and BuzzBallz Chillers Hottest Growth Brands in the Fast Track category, while BuzzTallz and Biggies won in the Rising Star category. Each year, the Beverage Information Group is dedicated to identifying the fastest growing spirit and wine brands and publishes their findings in *Beverage Dynamics*, *StateWays*, *Cheers* and *Beverage Wholesaler Magazine*.

In January, the company was awarded [Most Innovative Food and Beverage Company](#) in the North Texas region by *D Innovates*, a joint publication between the Dallas Regional Chamber of Commerce and *D CEO* magazine.

Last, but not least, BuzzTallz has been awarded [Product of the Year in the Spiked Beverage category](#). Kantar, a global market research company, conducted a survey of 40,000 consumers, asking them to test a myriad of products. The BuzzTallz packaging will be updated to include the Product of the Year logo and will remain on the packaging until 2022.

About BuzzBallz, LLC/Southern Champion

Southern Champion is a woman-owned Texas distillery and winery founded in 2009 as the result of Merrilee Kick’s master’s degree thesis project. Kick is the CEO and founder of BuzzBallz, LLC/Southern Champion. In less than a decade, Southern Champion has greatly expanded its product base and begun to grow into a worldwide brand. Southern Champion is one of the only family and woman-owned distilleries in the USA with distribution in 45 states and abroad. The company maintains a fun brand message as they create high quality premixed cocktails, as well as small batch spirits. Learn more at: <http://www.southern-champion.com/> and www.buzzballz.com.

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