



FOR IMMEDIATE RELEASE

Contact: Ashley Morris
Phone: 770-377-8266
Email: Ashley@bluesharkvodka.com

Blue Shark Vodka expands distribution in Virginia

WILMINGTON, NC, January 28, 2024 — Blue Shark Vodka is pleased to announce that two of their bottles are now available in select locations in the commonwealth of Virginia.

The Wilmington, North Carolina-based award-winning vodka began distributing in Virginia in the top 150 performing ABC stores in the state. Regionally, Blue Shark Vodka is available in stores throughout Richmond, Arlington, Blacksburg, Charlottesville and along the coast in Virginia Beach, Norfolk, Chesapeake, Portsmouth, Hampton and more. (See list of regions below.)

Bottles will be available in a limited quantity during these early stages of distribution, but Blue Shark Vodka hopes to increase their availability in the future. Available are now the original 750ml “Shark in the bottle” and a 750ml conventional bottle.

“We have such a passion for the east coast and the coastline, it seems only fitting to expand into Virginia,” said President Niki Bloomquist. “Our vodka has become the preferred vodka of the Carolinas, and we now hope to be the favorite vodka of Virginia.”

From its inception, Blue Shark Vodka has used proceeds to fund critical shark research, most recently with The Atlantic Shark Institute. Dwindling shark populations signal serious problems in ocean health and the Blue Shark Vodka team hopes to be part of the solution. Residents of the Virginia Commonwealth can expect shark research projects, beach sweeps and more Blue Shark events in the future.

Virginia regions now selling Blue Shark Vodka include: Virginia Beach, Norfolk, Chesapeake, Lexington, Portsmouth, Hampton, Richmond, Henrico, Alexandria, Vienna, Arlington, Blacksburg and Charlottesville.

About Blue Shark Vodka

Made with non-GMO North Carolina sweet corn, Blue Shark Vodka is a family-owned spirits company on a mission to preserve and protect the sharks swimming up the Carolina coast and beyond. The sweet corn mash that goes into each small batch of vodka is behind the success of it being the world's smoothest vodka. Learn more at BlueSharkVodka.com.

#####