

## ASCC in Discussions to Enter Booming Craft Brew Market

Written by Australian Business

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MIRAMAR BEACH, Fla.--( [BUSINESS WIRE](#) )--With the Aristocrat Group Corp. (OTCBB: ASCC) on the verge of launching the first of its two premium distilled spirits, they have begun meetings with a potential distributor to enter the explosive \$10 billion U.S. craft brewery market.

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Craft beer sales comprise 10 percent of the \$99 billion U.S. beer market, an 8.5 percent increase from 2012. With growth expected to continue in that sector, ASCC is entering discussions to partner with a respected craft brewery partner.

“We have started discussions with a potential craft brewery partner from an import point of view and a domestic point of view,” ASCC CEO Robert Federowicz said. “Craft brews continue to gain traction in the beverage market, and we are looking to leverage that into big future profits.”

As ASCC is poised to launch the award-winning gluten-free RWB Ultra-Premium Handcrafted Vodka into the \$5.5 billion U.S. vodka sector in a couple of weeks, the opportunity to add a respected craft brewery distribution partner is the ideal way to maximize profits and continue the company’s ambitious beverage distribution strategy.

ASCC is working to build a stable of successful brands in order to compete in a highly profitable sector alongside LVMH Moët Hennessy Louis Vuitton (OTCBB: LVMUY), Diageo PLC (NYSE: DEO), BEAM, Inc. (NYSE: BEAM) and Brown-Forman Corp. (NYSE: BF-B). By handling its own distribution business, ASCC hopes to capitalize on unprecedented new brand building opportunities through Luxuria Brands, its brand management division.

### About the Aristocrat Group Corp.

Through its brand management division, Luxuria Brands, the Aristocrat Group Corp. is on the path to becoming a provider of premium luxury goods, including top-shelf distilled spirits. The company targeted the growing market for quality domestic liquor in order to deliver maximum returns to our shareholders.

The Aristocrat Group Corp. is also exploring smart growth initiatives to position itself as the premier resource for women's lifestyle products and services, including motherhood resources. For more information, please visit [www.aristocratgroupcorp.com](http://www.aristocratgroupcorp.com).

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