

Sip on Ranch20 Spirits All Summer Long

*Great Tasting Canned Cocktails with Texas Spirit, led by Dallas Native
Launches into Sixth State Just in Time for Summer*

Press kit [click here](#).

DALLAS (June 20, 2022) – Dallas-based Ranch20 is a ready-to-drink canned cocktail brand that delivers a bold kick of real spirits and a refreshingly smooth taste with just the pop of a tab. Ranch20 is made with real liquor, perfectly mixed and made ready to drink– or ready to pour over ice – and is available now in liquor stores across its home state of Texas, as well as Colorado, New Mexico, Oklahoma, Tennessee and as of Summer 2022, convenient locations across California.

Ranch20 offers four great tasting premium canned cocktails including Ranch Water, Classic Marg, Vodka Soda with a hint of cranberry, and Gin Fizz with a hint of lime. Big in flavor and low in sugar and carbs, each can is only 150 calories and a proud 7.0% ABV (except Classic Marg at 6.5% ABV). Perfect for every season and any reason, the Texas-based brand champions good times, great conversations, and long-lasting friendships with its mantra “kick back and stay awhile.” Learn more about the flavorful family of four canned cocktails [here](#).

“We created RANCH20 to provide a real cocktail experience in a convenient package without any question marks. No hidden agenda. Just a lot of refreshment with a bit of Texas sincerity,” said RANCH20 Founder and CEO Amelia Lettieri. “Consumers today want convenience, shareability, and portability, and we’re committed to making Ranch20 as big as Texas.”

The name Ranch20 is a play on the words Ranch and H2O and is named after the brand’s flagship product, Ranch Water. Known as the “Unofficial Cocktail of West Texas,” ranch water is a mix of tequila, lime, and soda water that has a long history and many Texas-sized fables as to its origin. Over decades, the cocktail’s popularity moved east into bars and restaurants across the state and is now a hot commodity in the ready-to-drink beverage category. Ranch20’s logo embraces its namesake’s history, drawing inspiration from the custom ironwork of a ranch gate or a cattle brand, embodying the Americana spirit.

For more information and to find a store location, visit www.Ranch20Spirits.com.

About RanchH2O

RanchH2O (pronounced Ranch Two Oh) serves up great tasting canned cocktails featuring real liquor perfectly mixed in four flavors: Ranch Water, Classic Marg, Vodka Soda with cranberry, and Gin Fizz. Big in taste and small in calories, each can is 6.5% to 7.0% ABV and only 150 calories. Launched in 2020 by native Texan Amelia Lettieri, she has conveniently packaged the spirit of Texas and serves it in 12 oz. cans for all to enjoy responsibly. Good Spirits for Good Spirits. For more information and store locations, visit www.RanchH2OSpirits.com.

Available as an easy-to-go four-pack served in standard 12-oz. cans, RanchH2O cocktails are sold for a suggested retail price of \$12.99 at most major liquor stores across the state of Texas and through online retailers like Drizly and Minibar.

MEDIA CONTACT

Rachel Scoggins, Tony Fay PR | P:469.667.2220 | rachel@tonyfaypr.com

