

Purple Passion® Ready-To-Drink

FACT SHEET

- Purple Passion is a wine-based, 10 proof, carbonated ready-to-drink beverage
- Produced by Luxco and bottle at the company's winery, Meiers, in Cincinnati
- First launched in 1986, the drink has undergone a few variations in formula over the years
- Available in packs of 4 12oz. bottles



About Luxco

Luxco, Inc. is a leading producer, importer and marketer of beverage alcohol products. Our mission is to meet the needs and exceed the expectations of our consumers, associates and business partners. Founded in St. Louis in 1958, where it is headquartered, it is owned and operated by the Lux family. Its portfolio of brands include: Juarez Tequila & Triple Sec, Pearl Vodka, Everclear Grain Alcohol, Arrow Cordials, El Mayor Tequila, Ezra Brooks & Rebel Yell Bourbons, Lord Calvert Canadian Whisky, St. Brendan's Irish Cream, Salvador's Cocktails, Yago Sant' gria and other well-recognized brands. For more information about the company, visit www.luxco.com.