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**FOR IMMEDIATE RELEASE**

**Barr Hill Gin, the #1 Best-Selling U.S. Super-Premium Gin,  
Announces Stellar Results of 2021 Bee's Knees Week:  
200,000 Square Feet of Pollinator Habitat to Be Underwritten**

*Annual National Charitable Initiative Rallied Nearly 1,900 Bars,  
Restaurants and Retail Stores to Help Save the "Angels of Agriculture"*

**MONTPELIER, Vt., November 9, 2021**—Barr Hill Gin, the #1 best-selling American super-premium gin in the U.S., today announces that the results of this year's Bee's Knees Week will underwrite the planting of close to 200,000 square feet of critical bee habitat across the Northeastern U.S. This represents 2.5 times the impact of last year's initiative, with nearly double the number of bars, restaurants and retail stores participating.

Through Bee's Knees Week, Barr Hill Gin nurtures a community of bars, restaurants and spirits shops that work together to save the bees, the "angels of agriculture," who are responsible for one in three bites of food consumed. It is the largest sustainability initiative in the spirits industry by reach and specifically champions endangered pollinators. Moreover, it brings to life the company's mission of connecting agriculture with cocktail culture. The company, founded by a former beekeeper, focuses on bees, given that it relies on pure raw honey to craft its acclaimed spirits.

"We are beyond proud of the results of this year's Bee's Knees Week," says Ryan Christiansen, President and Head Distiller, Caledonia Spirits, which produces Barr Hill Gin in Vermont. "In addition to safeguarding 200,000 square feet of bee habitat in the Northeast, we are helping one of our initiative partners, Bee the Change, achieve its goal of planting an acre of habitat in all 251 Vermont towns. Moreover, it was inspiring to see the outpouring of generous support from consumers and the palpable excitement and awareness generated by both the on-premise and off-premise channels. Literally thousands of cocktails were made and savored to help save the bees."

**Harnessing a Powerful Hashtag and Donations in Lieu of Tips**

Barr Hill Gin invited lovers of pollinators and the Bee's Knees cocktail to simply post a photo of the honeyed Prohibition-era drink to social media using the hashtag #beeskneesweek and tag @barrhillgin. For every photo posted, Barr Hill Gin is partnering with nonprofits that cultivate bee habitat to plant 10 square feet of habitat at the company's expense. In addition, through its Community Donations Program, funds were also raised at the distillery's bar in lieu of tips. This year's results split nearly evenly between the hashtag #beeskneesweek and the Community Donations Program.

### **Nearly Double the Number of On-Premise and Off-Premise Participants**

Close to 1,900 venues in 33 states and provinces participated in this year's initiative, a 95% increase over last year. They were split roughly equally between on-premise and off-premise venues. Participating bars, restaurants and stores received a host of educational support materials at no cost. For bars and restaurants, they included posters, table tents, menu cards, pins and coasters, while retailers received POS display headers, sell sheets, notecards and bottle neckers. A select number were gifted a 6-foot beekeeper standee for guests to insert their faces and have photos taken.

### **Indispensable Pollinators Face Extinction Due to Habitat Loss**

Bees are responsible for one in three bites of food. They pollinate 80% of the world's plants and more than 90 different kinds of food crops. These include apples, melons, cranberries, pumpkins, squash, broccoli and almonds. In the U.S. alone, this accounts for more than \$20 billion worth of agricultural products annually.

According to the USDA, one colony of bees is worth 100 times more to the community than to the beekeeper. Yet one in four bee species is at risk of extinction due to habitat loss and fragmentation, pesticides, climate change and mites. Alarmingly, the U.S. has lost more than 50% of its bee colonies, from 6 million in 1947 down to 2.8 million in 2019.

### **What Is Bee Habitat?**

Barr Hill Gin funds the planting of bee habitat to safeguard the future of the bees. This means deliberately cultivating and protecting flowering native plant species that provide natural nesting sites for bees. The designated land will not be mowed or developed, nor will the use of pesticides be allowed. For each planting, milkweed, thistle, geranium, wild bergamot, ninebark, mint, rose, goldenrod, aster, spider lily, blueberry, verbena and zizia are considered. Bee the Change, one of the non-profits that plants bee habitat on Barr Hill Gin's behalf, creates habitat across New England, including on solar farms and at the North Branch Nature Center in Montpelier, Vt. Next year, an additional bee habitat will also be planted at the Barr Hill Gin Distillery.

### **About Barr Hill & Caledonia Spirits**

Barr Hill® is an award-winning, super-premium spirits brand made by the Montpelier, Vermont-based distillery, Caledonia Spirits®. The distillery proudly operates under its Landcrafted® philosophy, skillfully and mindfully crafting its spirits from high quality raw materials. Barr Hill currently produces three spirits – Barr Hill Gin, Barr Hill Reserve Tom Cat Gin, and Barr Hill Vodka – and distributes to 34 states, along with Puerto Rico, Canada (Quebec), Denmark, Hong Kong and Japan. For more information on Barr Hill, please visit [www.barrhill.com](http://www.barrhill.com) or follow the distillery on social media: Instagram (@barrhillgin), Facebook (@CaledoniaSpirits), and Twitter (@CaledoniaSpirit).

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