

Seir Hill's Revolutionary Non Alc Whiskey, Now distributed by ProofNoMore in NY.

New York's first non-alcoholic focused distributor selects Seir Hill as their first American non-alcoholic spirits brand.



New York City, New York May 8, 2022 ([IssueWire.com](https://www.issuewire.com)) - ProofNoMore, New York State's first and only non-alcoholic beverage-focused distributor, has chosen Seir Hill's Mashville™ Whiskey-inspired spirit alternative as the sole American NA Whiskey in their coveted wholesale roster.

"Mashville is the first American non-alcoholic spirit brand in our growing distribution portfolio, and truly a revolutionary NA liquid to satisfy even the most discerning bartenders and mixologists looking to create NA versions of cocktail classics or creating new, proof-free, cocktails." says Ed Carino "We look forward to representing Seir Hill's portfolio, and helping Brian Miller's quest to revolutionize craft NA mixology.

Mashville is a single-batch, hand-crafted whiskey alternative that tastes like the real thing when it's mixed in a cocktail. Seir Hill was founded in a converted barn in 1744, built on centuries-old Connecticut farmland. To celebrate this heritage, the company contributes to the American Farmland Trust with every bottle sold.

"We are thrilled to have been chosen by such a discerning partner as ProofNoMore," says Seir Hill founder, Brian Miller, "they represent the most seasoned and dedicated artisans in the NA marketplace, so it's a big honor for everyone at Seir Hill and a big day of recognition for Mashville."

Seir Hill's Mashville non-alcoholic whiskey alternative is carefully blended for use in mixed drinks. When

shaken or stirred into your favorite whiskey cocktail recipe, Mashville releases a complex array of taste notes and aromas including, but certainly not limited to: charred oak, red apple cider, clove, and sweet corn. All with just the right amount of *burn*.

Seir Hill, located in Wilton, CT, was founded in 2020 by Brian Miller, a creative entrepreneur, and veteran of the beverage and spirits industry. Sales of Seir Hill beverages have grown steadily since the launch of their first product, Mashville, but sales have boomed over 400% in 2022, due in part, because of the maturation and popularity of non-alc spirits. For more information on Seir Hill visit SeirHill.com or contact Brian at brian@seirhill.com.

ProofNoMore also, has a direct-to-consumer online retail store, ProofNoMore.com founded in 2021 and aims to attract customers with a new and harmonious drinking experience that doesn't require alcohol. Its founders, Ed Carino, Christian Blake, and Lars Dahlhaus, are determined to revolutionize the beverage marketplace and create an inclusive space where non-alcoholic beverages can thrive by enticing customers of all backgrounds — those with varying drinking habits, diverse taste preferences, and a natural inclination for discovery.



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