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The Original Pickle Shot Reaches 46 States Through Southern Glazer’s Deal

The 24-state pact opens California to the brand, pushing its retail footprint to 46 states.

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The Original Pickle Shot said it has expanded its U.S. distribution through a new alignment with Southern Glazer’s Wine & Spirits in 24 states and has also secured a new listing with the Army & Air Force Exchange Service, opening the brand to parts of

the military retail channel.

The Deerfield Beach, Florida, company said the Southern Glazer’s agreement covers Alabama, California, Idaho, Illinois, Iowa, Maine, Massachusetts, Minnesota, Mississippi, Montana, Nebraska, New Hampshire, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, South Dakota, Utah, Vermont, Virginia, West Virginia and Wyoming. California and Minnesota are new markets for the brand. With those additions, the company said its products are now sold in 46 states.

The AAFES listing will place the brand in select exchange locations that serve military personnel and their families. The company said the move adds a new sales channel as it tries to broaden its national reach beyond bars, restaurants and traditional retail stores.

The announcement gives the brand wider access to one of the largest alcohol distribution networks in the country at a time when flavored spirits remain a competitive part of the beverage business. Southern Glazer’s operates in 47 U.S. markets and Canada, according to company information.

The Original Pickle Shot said it sold 109,000 cases last year, up 15.2% in volume from 2024. The company said its growth continued even before it entered California, one of the country’s largest beverage markets. California is now part of the new Southern Glazer’s alignment.

The brand, launched in 2018, markets a pickle-flavored vodka-based spirit sold in Original Dill and Spicy Dill varieties. The company says the product combines five-times-distilled vodka with a proprietary pickle brine recipe and is bottled at 30 proof. It also says the drink contains no artificial flavors, colors, sugar or gluten.

In a statement, Chief Executive Laura Becrac said the company sees the new distribution agreement and military channel listing as a way to make the product more widely available as consumer interest in pickle flavor spreads across food and beverage categories. The company has framed its expansion as part of a broader push to secure more points of sale nationwide.

The company also pointed to recent industry recognition as it expands. It said Nielsen ranked The Original Pickle Shot among the 10 largest flavored vodka brands in the United States. It also said IMPACT named the brand one of its “Hot Prospect” spirits for 2025, placing it No. 8 by volume. Those rankings were cited by the company in its announcement and were not independently reviewed in the release.

According to company figures, The Original Pickle Shot is currently sold in more than 15,000 bars, restaurants and retail stores across the country. The new distribution arrangement with Southern Glazer’s is expected to strengthen coverage in both established and newly entered markets, while the AAFES placement gives the brand exposure inside a retail system that serves U.S. military communities.