HAMMER VODKA · RETAIL PARTNER DECK · 2026

The bottle everyone's *reaching for.*

Orange County's breakout organic vodka. Built to stop shoppers mid-aisle — and bring them back for the next bottle.

~300
ACTIVE RETAIL DOORS

100%
ORGANIC SUGARCANE

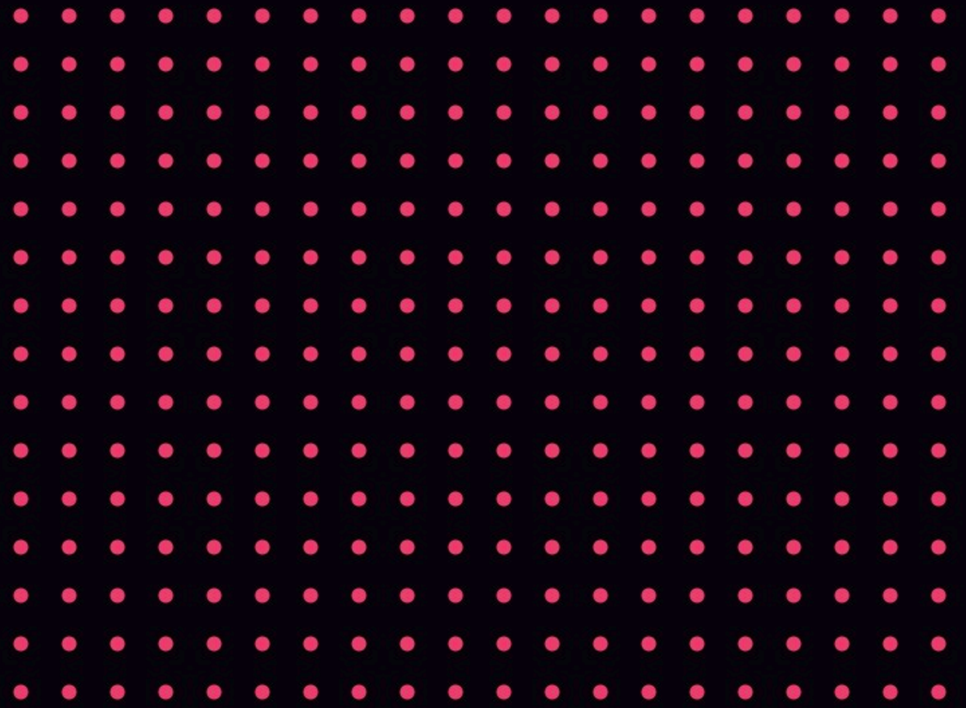
↑ Monthly
CASE GROWTH



Orange County found it *first.*

Hammer launched in July 2024 as a local favorite. Today it's on roughly 300 retail shelves, and the reorders keep coming.

Jul 2024	Hammer Vodka hits the market
↑ Monthly	Case count up every month, distributor-tracked
6 reps	On the street, servicing every account



EACH DOT = ONE STORE CARRYING HAMMER

~300 DOORS

A sea of clear glass. Then *this.*

Every vodka on your shelf looks the same. Hammer doesn’t. Shoppers spot it from the end of the aisle, pick it up, and ask about it. That’s how a bottle gets sold.





Organic clean. Backbar *loud.*

Certified-organic Brazilian sugarcane with nothing added. The label gets it noticed, and the ingredients give the shopper a reason to buy it, whether they’re in the natural-foods aisle or at the bar.

100%
Certified-organic sugarcane

6×
Distilled, then reverse-osmosis filtered

0g
Sugar or carbs. Gluten-free.

80
Proof, 750ml. Additive-free.

Young adults come in *asking.*

21+ Gen Z and millennial shoppers find Hammer on Instagram, YouTube, podcasts and the beach. By the time they walk into your store, they already know which bottle they want.

623K	11M	106K+	~10%
Instagram followers	Podcast views	YouTube audience	Average engagement

COMPANY-REPORTED REACH ACROSS HAMMER-OWNED CHANNELS





We send shoppers to *your* shelf.

LIVE	**Chive TV in bars**	Our spot plays on bar screens around Orange County. One Monday Night Football crowd is 300–400 people.
OCT '26	**Newport pro volleyball**	Two days on Blackie's Beach, with the bottle courtside and poured in the VIP bar.
EVENTS	**Tap Truck OC events**	Parties and pop-ups across the county that put a Hammer cocktail in people's hands.
NEXT	**Geo-targeted social**	TikTok and Instagram ads aimed at Orange County, starting with Newport Beach.

Premium price. Zero hard *sell.*

$29.99

750ML SHELF PRICE AT ORANGE COUNTY RETAIL

01

Premium ring

Earns its place in the premium vodka set, not the bargain bottom shelf.

02

A new shopper

Brings 21+ Gen Z and millennial buyers to the vodka aisle.

03

Gift-ready

The signed art label is ready to gift for holidays, hosts and birthdays.

04

Clean-label fit

Organic, zero sugar, gluten-free. At home in natural and better-for-you sets.

You stock it. We help it *move.*

01

A rep who shows up

One of our six field reps owns your account and is always a call away.

02

On the Hammer store locator

We're adding every partner store to hammer.vodka, so fans know where to buy.

03

Local marketing that points to you

Chive TV in bars, OC events and, soon, geo-targeted social ads that point shoppers to your shelf.

04

Simple reorders

Order through our distributor. Your rep watches sell-through so you never run dry.



09 · LET'S GET YOU STOCKED

Put Hammer on your *shelf.*



STEP 01

Place an opening order

Through our distributor or straight through your rep.

STEP 02

We set the shelf

Your rep helps with placement and gets your staff up to speed.

STEP 03

Watch it move

Shoppers come in asking. Your rep keeps you stocked.

READY TO ORDER

hammer@hammer.vodka

FIND US ONLINE

hammer.vodka