

FOR IMMEDIATE RELEASE

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Pop the top of a Płkfutøn - New American Vodka to Support Ukraine

Reboot Beverages releases płkfutøn Vodka (e.g. puck futin), an American made vodka to support Ukraine. Reboot is partnering with DC area NGO, United Help Ukraine, and will be donating their profits from the sale of the vodka to humanitarian and mental health efforts related to the war in Ukraine. United Help Ukraine (UHU) is a non-profit, charitable organization that works to provide the people of Ukraine with critical support that will enable them to survive in the face of adversity, defend, regain and rebuild their sovereign territory and thrive well into the future. UHU is committed to maximize the impact of charitable contributions in providing humanitarian, medical and psychological assistance to those affected by the war.

“We are thrilled to partner with Reboot Beverages and the launch of płkfutøn, their latest product that was developed to help support the people of Ukraine. Just as we celebrate the New Year and Ukrainian Christmas, we hope people will enjoy this product in support of our ongoing efforts,” said President of UHU, Maryna Baydyuk.



John Loughner, co-owner of Reboot beverages, is 50% Ukrainian and has ancestors that came to the US in the early 1900's from Ukraine (at that time the land was part of Poland) to escape a declining quality of life due to Russian soldiers inhabiting their town. Since the war started, he and co-owner Troy Hughes watched the news in horror and asked themselves what they could do to help the brave and resilient people of Ukraine. As the war enters a prolonged period, the humanitarian situation is getting worse in Ukraine and it's being forgotten about. The owners hope the vodka helps refocus attention on the conflict and suffering that accompanies the war while bringing some additional aid to support humanitarian efforts.

płkfutøn Vodka is made in the US of American grown corn. The vodka is 6 times distilled and charcoal filtered. The product's name is a play on words reflecting how many of us feel about the unjust war forced on the Ukrainian people. The vodka is available at select stores in DC and it can be purchased online for shipping to certain states.

Visit <https://www.reboot-bev.com/where> for a direct link to purchase and ship through Ace Beverage and Potomac Wine & Spirits and follow płkfutøn on Instagram at <https://www.instagram.com/pukfuten>.

About Reboot Beverages LLC. Reboot Beverages was founded by two friends and neighbors that live in the Mt. Pleasant neighborhood of Washington, DC. The company was started to resurrect a 115+ year old pre-prohibition whiskey brand. An old bottle hidden in the co-owner's rowhouse by the original builders in 1911, bearing the name Mt. Pleasant Club Whiskey, was the inspiration for their endeavor. Reboot Beverages collaborates with distillers to produce unique, limited release products.

While Reboot Beverages is focused on bringing back historic liquor brands, along with the history that surrounds them, they also bring along a social mission. A portion of each bottle sale is donated back to the community, with a cause identified for each product and batch.

"Although płkfutøn Vodka deviates from our historic focus, it is a product that we are proud to bring to market to bring more awareness and aid to those impacted by the war in Ukraine", says co-owner Troy Hughes.

About United Help Ukraine:

United Help Ukraine (UHU) is a non-profit, charitable organization that works to provide the people of Ukraine with critical support that will enable them to survive in the face of adversity, defend, regain and rebuild their sovereign territory and thrive well into the future. UHU is committed to maximize the impact of charitable contributions in providing humanitarian, medical and psychological assistance to those affected by the war. We also focus on raising awareness and advocating for Ukraine to remain a free, democratic, and independent nation.

UHU strives to be a leading voice and partner organization working alongside the people and institutions of Ukraine to build a free, democratic, and independent country.