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TO: National Executive Committee
Department and Chapter Commanders and Adjutants
All Employees

FROM: Barry Jesinoski, National Adjutant

DATE: August 29, 2025

SUBJECT: New Partnership and Special Edition Whiskey Benefiting DAV

I am pleased to announce our new partnership with Heritage Distilling Co., which includes a special limited-edition run of a DAV-branded whiskey. Heritage, a leading craft distiller of innovative premium brands, created the premium whiskey under their Salute Series, which honors those who have served.

Launching on Aug. 29, a limited batch of 5,000 bottles of the *Service to America Salute: Disabled American Veterans Edition* whiskey will be available online with \$10 from each bottle benefiting our mission. The whiskey is a 5-year blend of Kentucky straight whiskeys, bottled at 105 proof (52.5% ABV) in honor of DAV's 105 years of service to our nation's disabled veterans. The hand-drawn artwork on the label (shown below) pays homage to our commitment to veterans of all service eras and demographics.

Heritage has committed to a minimum \$25,000 donation to DAV, with a possible donation exceeding \$50,000 if all 5,000 bottles are purchased. Each bottle is \$95 plus tax and shipping and will be available to purchase on Heritage's [website](#). Please note, they currently cannot ship to AK, HI, MI, SD or UT. Contact partners@dav.org for any questions related to the partnership.

Sincerely,

Barry A. Jesinoski
National Adjutant

BAJ:dsb

