



## **The Perfect Mix: Trozzolo Wins Central Standard Craft Distillery Public Relations and Social Media Work**

Agency continues Milwaukee expansion with iconic Midwest brand

**MILWAUKEE** (April 12, 2024) – Trozzolo is expanding its work in Milwaukee, adding award-winning Central Standard Craft Distillery and Central Standard Crafthouse & Kitchen to its portfolio of food and beverage clients.

Leveraging Central Standard's prominence across Wisconsin, Trozzolo has begun work to further cement the distillery's position in the craft spirits industry. Support includes the successful launch of Central Standard's canned Brandy Old Fashioned collaboration with Leinenkugel's and the installation of the latest class of Brandy Old Fashioned Hall of Fame members.

"Trozzolo is excited to add Central Standard Craft Distillery, a brand rooted in Milwaukee, to our growing list of Midwest brands," said Brad Hanna, EVP and managing director of the Trozzolo Milwaukee office. "Our Trozzolo team has over 30 years of relevant experience, which will only bolster Central Standard Craft Distillery's growth plans. We are already bringing our expertise and fresh approaches to their social media and public relations as we work together on several big announcements planned in 2024."

Said Jim Kanter, chief commercial officer for Central Standard, "This is a significant growth year for Central Standard. Considering the magnitude of this year's initiatives, we knew we needed the right partnership to help us expand and grow beyond the region."

Central Standard Craft Distillery was founded in 2014. Based in Milwaukee's Near West Side, its portfolio of small-batch products includes bourbon, whiskey, brandy, vodka, gin and Pour Ready Cocktails distributed in Wisconsin and surrounding states. It also operates the Central Standard Crafthouse & Kitchen in downtown Milwaukee, which opened in 2021.

Trozzolo's work for Central Standard includes support on social media, video, photography and graphics, as well as public relations focused on telling the distillery's unique story to new audiences across Wisconsin and the Upper Midwest.

### **The Trozzolo Story**

Founded in 1989 and now one of the Midwest's premier independent marketing communications agencies, Trozzolo employs more than 80 associates in its downtown Kansas City, Missouri, headquarters, and in its Milwaukee office in the Near West Side. They focus on sharing information, telling stories and engaging in conversations that inspire people to do business with their clients. Their core competencies include advertising, branding, public relations, media planning/buying, digital and video. Through Trozzolo, its Prairie Dog health care division, Proventus legal marketing division and Carl Collective student-involved division, the Trozzolo family of brands serves more than 100 clients from coast to coast. Learn more at [trozzolo.com](http://trozzolo.com), or by following them on social at [instagram.com/trozzolo/](https://www.instagram.com/trozzolo/) or [facebook.com/trozzolo](https://www.facebook.com/trozzolo).

### **About Central Standard Craft Distillery**

Founded in 2014, Central Standard Craft Distillery, a small-batch, craft distillery in Milwaukee and the fastest-growing top-10 Wisconsin-based distiller, handcrafts award-winning bourbon,



whiskey, vodka and gin from locally sourced ingredients, including cherries grown in Door County and honey harvested in Germantown. Central Standard spirits have won 40 medals across multiple craft distilling categories. Learn more at [thecentralstandard.com](http://thecentralstandard.com), or by following them on social at [instagram.com/thecentralstandard/](https://www.instagram.com/thecentralstandard/) or [facebook.com/thecentralstandard](https://www.facebook.com/thecentralstandard).

**For More Information**

Contact Brad Hanna, EVP and managing director, Trozzolo Milwaukee, at [bhanna@trozzolo.com](mailto:bhanna@trozzolo.com) or 816-679-3494.