

RISEING TIDE GLOBAL PROUDLY PRESENTS

# HERB & LOU'S

**Herb & Lou's** revolutionized the at-home cocktail experience with the creation of Infused Cubes – non-alcoholic, individually portioned cocktail mixer cubes that, once frozen, flavor and chill a single serving of one's favorite liquor or seltzer for a perfect cocktail or mocktail.

Founded by Herb and Lou's grandsons, to bring their innovation and passion for cocktails to a new generation, Infused Cubes elevate the at-home cocktail experience and are currently available in seven flavors. With Cocktail Companions, Herb & Lou's line of garnishes and rimmers, even a novice can add flair & flavor to any cocktail and enhance everyone's enjoyment.



**Region:**  
Pennsylvania, USA

**Founded:**  
2015

**Production:**  
4 million cubes annually

**Recent Appearances**

**BuzzFeed**

**Forbes**

**live Kelly & Mark**



### THE CEO

**Chris Papariello** began his career with E&J Gallo, which laid the foundation as he went on to serve as National Sales Manager for Wild Turkey Bourbon for Pernod Ricard and a leadership role at Southern Glazer W&S of Pennsylvania. Chris took over Majestic W&S and transformed it into a successful & profitable business which was sold to Breakthru Beverage in 2018. Chris held various industry leadership roles such as President of the PWSA (Pennsylvania Wine and Spirit Association) on two occasions and is currently on the WSWA National Advisory Council for Craft Distilled Spirits.

### THE CUBES



**UNCLASSIC  
NEGRONI  
THE OLIVER**

[PRODUCT SPECS](#)



**BLOOD ORANGE  
GINGER  
OLD FASHIONED  
THE COOPER**

[PRODUCT SPECS](#)



**PEACH  
COSMOPOLITAN  
THE CLYDE**

[PRODUCT SPECS](#)



**PINK GRAPEFRUIT  
PALOMA  
THE DOTTIE**

[PRODUCT SPECS](#)



**CUCUMBER  
WATERMELON  
MARGARITA  
THE CECILE**

[PRODUCT SPECS](#)

