

Anytime and Grown Climate Smart Announce Strategic Partnership to Promote Regenerative Agriculture

LOS ANGELES, CA, UNITED STATES, September 25, 2024 /EINPresswire.com/ -- [Grown Climate Smart](#) announces a strategic partnership with [Anytime](#), a female-founded company dedicated to producing organic and regenerative cocktails and spirits. Anytime currently sells two product lines, Anytime Spritz and Anytime Farmhouse Spirits. In 2023, Anytime Farmhouse Spirits launched Farmhouse Vodka and Farmhouse Gin as the first Regenerative Organic Certified (ROC) products in the world. This collaboration marks a significant step in Anytime's commitment to sustainable practices, as their products will now also carry the Grown Climate Smart logo, signifying adherence to climate-smart and regenerative agriculture principles.

Founded in 2023 by sustainable food activists Maddy Rotman and Taylor Lanzet, Anytime has rapidly gained recognition for its dedication to putting organic and regenerative organic agriculture at the center of the alcohol industry championing climate-positive initiatives. This partnership with Grown Climate Smart aligns Anytime with the growing trend in the spirits industry towards sustainability and transparency. By establishing direct supply chains with farmers, Anytime continues to benefit both people and the planet, reshaping the drinking culture to prioritize regenerative agriculture.

Dylan Vaca, Brand and Marketing Manager of Grown Climate Smart, expressed enthusiasm about the partnership, stating, "This collaboration with Anytime Spirits signifies our continued commitment to developing a market for premium products originating from climate-smart practices. We are excited to support Anytime as they lead the way in showcasing their commitment to regenerative agriculture."

Maddy Rotman, co-founder of Anytime Foods, shared her thoughts on the partnership: "We built



Anytime to grow the organic and regenerative organic alcohol space—which today is less than 1% of a \$2 trillion industry. This partnership was the next step in aligning our values and continued commitment to building a portfolio of cocktails and spirits rooted in sustainable agriculture. We've always believed that the perfect drink starts at the farm and partnering with Grown Climate Smart allows us to further our mission of creating exceptional, climate-conscious beverages that consumers can feel good about purchasing."

As Anytime continues to innovate and lead in the spirits category, this partnership reinforces their dedication to providing high-quality, sustainably produced products. Consumers can look forward to enjoying beverages that not only taste exceptional but also contribute to a healthier planet.

For more information about Anytime and their commitment to regenerative organic agriculture, please visit www.anytimespritz.com.

To learn more about Grown Climate Smart and their initiatives, please visit www.growncimatesmart.com.

About Anytime Spritz

Founded in 2023 by Maddy Rotman and Taylor Lanzet, Anytime is a regenerative and organic cocktail and spirits company. With a focus on sustainable practices and direct farmer partnerships, Anytime aims to improve the climate while offering premium, delicious beverages.

About Grown Climate Smart

Grown Climate Smart, a wholly owned subsidiary of The DeLong Co., Inc. and USDA Climate-Smart Commodities initiative, leads the way in climate smart agriculture by supporting environmentally responsible farming practices while developing a market for products stemming from climate-smart practices that contribute to a healthier planet.



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