

NEFT Vodka Scales California Distribution Through Strategic Multi-Partner Network

EL SEGUNDO, CA, UNITED STATES, May 5, 2026 /EINPresswire.com/ -- [NEFT Vodka](#), the award-winning two-ingredient vodka known for its eco-conscious barrel packaging, today announced a new California-wide distribution partnership with Sunset Distribution, Matagrano Inc., and Heimark Distributing Company – key members of the California Beverage Solution. The collaboration brings together a group of leading, locally owned distributors to deliver coordinated, statewide coverage and expanded access across thousands of on- and off-premise accounts.

By aligning with the California Beverage Solution network, NEFT gains the advantage of a unified distribution model that combines deep local market expertise with the operational scale required to effectively serve one of the most competitive beverage landscapes in the country. The partnership is designed to streamline logistics, strengthen account relationships, and accelerate velocity across both retail and hospitality channels.

California represents a critical growth market for premium spirits, where consumer demand continues to shift toward premium products, differentiated brand experiences, and thoughtful design. Through this expanded distribution footprint, NEFT is positioned to meet that demand with greater consistency and visibility, while building on its momentum in key metropolitan markets throughout the state.

NEFT Vodka, an ultra-premium Austrian spirit distilled from ancient grains of rye and Alpine spring water, is recognized for its exceptionally smooth profile and its distinctive, sustainable metal barrel packaging. The brand has carved out a unique position in the category by offering a two-ingredient vodka paired with modern design and a focus on versatility, appealing to both



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cocktail-forward on-premise accounts and sustainability-conscious retail consumers.

The new partnership also reflects a broader strategy to scale NEFT's presence through strong regional operators who bring established relationships and a nuanced understanding of their markets. Sunset Distribution, Matagrano Inc., and Heimark each contribute decades of experience and credibility, with proven track records of building premium and craft brands across California.

"We are excited to partner with Sunset, Matagrano, and Heimark to accelerate NEFT's growth in California," said Justin Burnett, U.S. Chief Sales Officer of NEFT Brands. "These teams bring decades of trusted relationships and deep market expertise. As consumer demand continues to shift toward premium spirits and more elevated drinking experiences, this partnership allows us to meet that demand more effectively and expand our presence across the state."

With this announcement, NEFT continues to invest in strategic distribution partnerships that support long-term growth, reinforce brand positioning, and create meaningful connections with consumers across key markets.

For more information about NEFT Vodka, visit: www.neftvodka.com

About NEFT Vodka

NEFT was conceived in 2011 to shatter expectations about vodka in a category lacking premium options made with super-clean ingredients. NEFT is made from mountain spring water filtered centuries deep beneath the Austrian Alps and ancient grains of rye. Nothing else. No sugar, no additives. Hence, a vodka with a refined and sophisticated taste so delicious that it can be enjoyed neat, straight up, or on the rocks was created. NEFT's unbreakable barrel is an eco-friendly and versatile container that keeps the liquid cold for hours.

To learn more about NEFT, visit www.neftvodka.com

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