Kickstand Cocktails Partners with Pabst Theater Group Across Wisconsin

Kickstand Cocktails lands at six iconic Milwaukee venues, deepening its Wisconsin roots alongside investors J.J., T.J. and Dani Watt and Melvin Gordon.

MILWAUKEE, WI, UNITED STATES, September 7, 2026 /EINPresswire.com/ -- Kickstand Cocktails (www.kickstandcocktails.com), the award-winning line of bold craft vodka sodas founded by entrepreneur and sports journalist Darren Rovell and football legend J.J. Watt, today announced a new partnership with Pabst Theater Group, bringing Kickstand Cocktails to six of Milwaukee's best-known live entertainment venues.

> “Wisconsin will always be home, and it’s been incredible watching Kickstand Cocktails build a real presence here.”
> *Kickstand co-founder J.J. Watt*

As part of the partnership, Kickstand will be available across the Pabst Theater Group portfolio, including The Pabst Theater, The Riverside Theater, Turner Hall Ballroom, Miller High Life Theatre, The Fitzgerald and Vivarium. Together, the venues welcome music, comedy and live entertainment fans throughout the year, giving Kickstand a major new platform to put cans in hands across Milwaukee.

And for Kickstand, Wisconsin isn't just another market.

The brand's investor group includes some names Badger State natives know pretty well: J.J. Watt, T.J. Watt, Dani Watt and former Wisconsin star running back Melvin Gordon.

“Wisconsin will always be home, and it’s been incredible watching Kickstand Cocktails build a real presence here,” said J.J. Watt, co-founder and investor in Kickstand Cocktails. “Pabst Theater Group brings people together around great music and great experiences. That's exactly where we want Kickstand to be.”

Pabst Theater Group operates some of Milwaukee's most recognizable entertainment destinations, from the historic Pabst Theater, a downtown fixture since 1895, to The Riverside Theater, Turner Hall Ballroom, Miller High Life Theatre, The Fitzgerald and Vivarium.

"At the Pabst Theater Group, we pride ourselves on providing intentional hospitality and creating

unforgettable experiences, and that starts with offering our guests unique, high-quality choices. Partnering with Kickstand Cocktails allows us to bring something genuinely fresh and distinct to our bar menus, while championing a brand that is powered by some Badger state superstars. We're thrilled to feature a little "spice" now in all of our bars courtesy of Kickstand," said Gary Witt, owner & CEO of the Pabst Theater Group.

The partnership comes as Kickstand continues to grow its presence across Wisconsin through retail, hospitality, sports and live events. Consumers can already find Kickstand at major Wisconsin retailers including Total Wine & More, Woodman's and Trader Joe's, with the brand also working toward an expanded presence at Milwaukee-based Sendik's Food Market locations this fall.



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That retail growth is being supported by some very familiar Wisconsin faces. Gordon, one of the most prolific rushers in Wisconsin history, will continue to play a role in Kickstand's expansion and will be available for select media opportunities surrounding the partnership.

"Wisconsin isn't just another market for Kickstand. It's part of our DNA," said Elisa Baker, CEO of Kickstand Cocktails. "J.J., T.J., Dani and Melvin aren't paid endorsers — they're investors with deep ties to the state and a stake in our success. Now, through Pabst Theater Group, we're taking that connection into some of the state's most iconic venues and putting Kickstand in the hands of consumers where they're already spending their nights."

Founded to bring something different to a ready-to-drink category dominated by traditional fruit-forward flavors, Kickstand pairs premium vodka with fruit and peppers to create its signature "fricy" — fruity and spicy — flavor profile.

The lineup features four bold flavors — Raspberry Habanero, Cucumber Jalapeño, Pineapple Poblano and Peach Chipotle — each with 110 calories, zero carbs, no added sugar and 5% ABV. Kickstand is gluten-free with no artificial sweeteners and has earned a 2025 Silver Medal from the San Francisco Tasting Alliance and BevNet's 2023 Best New RTD honors.

The Pabst Theater Group partnership is the latest move in Kickstand's local-first growth strategy,

putting cans in hands where sports, music, entertainment and culture collide.

In Wisconsin, that means bringing together two things the state knows pretty well: the Watt family and a packed house.

About Kickstand Cocktails:
Kickstand Cocktails are bold craft vodka sodas made with premium vodka and all-natural refreshing flavors. Founded by Darren Rovell and J.J. Watt, the brand is backed by an investor group that includes professional football stars, Olympians and other elite athletes. For more information, visit KickstandCocktails.com and follow @kickstandcocktails on Instagram.

About Pabst Theater Group:
Pabst Theater Group operates six live entertainment venues in Milwaukee: The Pabst Theater, The Riverside Theater, Turner Hall Ballroom, Miller High Life Theatre, The Fitzgerald and Vivarium. For more information, visit PabstTheaterGroup.com.

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