



District Ventures Capital Fund Invests in Walter Craft Caesar

Toronto, ON (March 12, 2019) – District Ventures Capital is delighted to announce it has closed a Series A equity investment round with Walter Craft Caesar, the producers of Canada's most popular premium Caesar cocktail mix.

Founded in 2013 as the country's first all-natural Caesar mix, the company has grown exponentially over the past five years, is on shelf in over 2,500 stores and can be found in popular restaurants and bars across the country. This investment comes on the heels of Walter's launch of two new Caesar mix flavours, Vegan and Smoky Maple, bringing the Walter product line-up to five products, including Walter Classic Caesar Mix, Walter Mild Caesar Mix, and Walter Craft Caesar Rim.

"We are very excited to partner with the team at District Ventures," said Walter Co-Founder Aaron Harowitz. "We've always believed that having experienced and dedicated partners is absolutely crucial to the success of our business." Adds Walter Co-Founder Zack Silverman, "In District Ventures, we have a real value-add partner who not only understands where we are as a brand today, but also shares our vision for Walter Caesar in the future."

Walter uses only natural, premium ingredients, is Canada's first Ocean Wise™ recommended Caesar Mix, and is proudly made in Canada in small batches.

"Our fund is on a mission to find and fund the growth of the most innovative food and beverage companies in the market. We work with them and surround them with all the resources they need to become household names," said Arlene Dickinson, General Partner, District Ventures Capital. "With Walter Craft Caesar, we found a dedicated and driven entrepreneurial team that has laid a strong foundation for rapid growth. We are excited to partner with them and help them take their company to the next level."

It is estimated more than 375 million Caesars are consumed annually in Canada – approximately 10 per Canadian. In a market saturated with mass-market commercial mixes high in unnatural ingredients, Walter Craft Caesar has seized the opportunity to attract the modern, health-conscious Canadian looking to make a better, tastier Caesar cocktail.

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About District Ventures Capital

District Ventures Capital is a venture capital fund investing in innovative companies in the food & beverage and health & wellness sectors. The fund is led by General Partner, Arlene Dickinson. District Ventures is the leading ecosystem in Canada that focuses on the CPG space and brings capital, marketing support, programming and commercialization as support to the companies it invests in.

About Walter Craft Caesar

Walter is a premium, craft update for Canada's National cocktail – The Caesar. Proudly crafted in small batches in Toronto, Walter Craft Caesar uses only premium all-natural ingredients, real clam juice sustainably harvested making Walter an Ocean Wise™ recommended product. Walter is sold at more than 2,500 retailers nationally, and is the Caesar mix of choice in many of Canada's top restaurants and bars from coast to coast. Learn more at: waltercaesar.com