



FOR IMMEDIATE RELEASE

Waterloo Gin Launches “Pour Pink” Campaign in Partnership with Susan G. Komen for Breast Cancer Awareness Month

AUSTIN, Texas (September 24, 2026) — [Waterloo Gin](#), the award-winning premium American-style craft gin brand, is launching **Pour Pink**, a month-long national campaign benefiting Susan G. Komen, one of the world’s leading non-profit breast cancer organizations, during Breast Cancer Awareness Month.

Throughout October, Waterloo Gin will support Susan G. Komen through the sales of [Waterloo Prickly Pear & Rose Gin](#) at participating retailers, bars, and restaurants nationwide. Pour Pink marks an official partnership between Waterloo Gin and Susan G. Komen. Waterloo Gin will donate \$1 from every bottle of Waterloo Prickly Pear & Rose Gin sold during October to Susan G. Komen, inviting imbibers to help Paint the Town Pink while giving back to the breast cancer community.

Funds raised through Pour Pink will support Susan G. Komen’s work to advance breast cancer research, improve access to high-quality care, provide direct patient support, and advocate for the breast cancer community.

“Breast cancer touches far too many families, and for our Waterloo team, this cause has become especially personal,” said Justin Meigs, CEO of Waterloo Gin. “After recently losing the mother of one of our team members to breast cancer, we wanted to do something meaningful with Pour Pink that could bring our employees, partners, and customers together. We are proud to partner with Susan G. Komen and support the important work it does for people and families affected by breast cancer.”

“We are honored to partner with Waterloo Gin in support of Breast Cancer Awareness Month and Susan G. Komen’s mission to create a world without breast cancer,” said Joanna Linden, Executive Director, Central Texas, Susan G. Komen. “Waterloo Gin’s generosity and commitment to giving back reflect the power of community partnerships to drive real impact. Together, we are not only raising awareness but also helping ensure that people facing breast cancer have access to critical support and resources when they need them most.”

Pour Pink for Breast Cancer Awareness Month

Throughout October, Waterloo Gin is inviting its retail and hospitality partners across the country to participate in Pour Pink during Breast Cancer Awareness Month.

At participating bars and restaurants, guests can order The Pink Ribbon, a signature cocktail featuring Waterloo Prickly Pear & Rose Gin. Participating locations will also offer Waterloo Pink Ribbon enamel pins to guests who order the cocktail, while supplies last. Waterloo Gin will donate \$1 from every bottle of Prickly Pear & Rose Gin purchased by participating bars and restaurants during October to Susan G. Komen, helping support its mission to end breast cancer.

At participating retailers, shoppers can look for Waterloo Prickly Pear & Rose Gin along with Pour Pink displays and campaign signage on shelves. Waterloo Gin will also donate \$1 from every bottle of Waterloo Prickly Pear & Rose Gin sold in stores nationwide and online throughout the month to Susan G. Komen, giving consumers another way to support the cause while enjoying Waterloo Gin at home.



With its vibrant pink hue, Waterloo Prickly Pear & Rose Gin is the centerpiece of the Pour Pink campaign. The 94-proof gin combines prickly pear, hibiscus and rose with juniper, lavender, grapefruit and other native botanicals inspired by the Texas landscape. The result is a smooth, floral-forward gin with a distinctive color that makes it a natural fit for the month-long campaign.

The Pink Ribbon Cocktail

Created for the Pour Pink campaign, the Pink Ribbon is a bright and refreshing rose lemonade cocktail featuring Waterloo Prickly Pear & Rose Gin.

INGREDIENTS:

- 2 oz. [Waterloo Prickly Pear & Rose Gin](#)
- 4 oz. Fresh Lemonade
- 2 oz. Sparkling water or club soda
- Ice
- Garnish: Pink grapefruit peel, sculpted into a ribbon; thin lemon wheel (optional)

DIRECTIONS: Fill a Collins glass with ice. Add Waterloo Prickly Pear & Rose Gin and fresh lemonade. Top with sparkling water and stir gently. Garnish with a pink grapefruit peel shaped into a ribbon and a lemon wheel, if desired.

Consumers and participating partners can share their Pour Pink activities featuring Waterloo Prickly Pear & Rose Gin cocktails throughout October on Instagram by tagging [@WaterlooGin](#) on Instagram.

Individuals seeking breast cancer information or support can contact the Susan G. Komen Breast Care Helpline at 1-877- GO KOMEN (1-877-465-6636).

For additional information about Waterloo Gin, Prickly Pear & Rose Gin, and cocktail recipes, visit www.WaterlooGin.com.

About Waterloo Gin

Born in Austin, Texas—originally known as Waterloo—the brand’s premium gins reflect the spirit and scenery of Texas Hill Country. Crafted with nine thoughtfully selected botanicals and limestone-filtered spring water, every bottle embodies refined elegance and a sense of place. Now under the ownership and vision of industry icon John Paul DeJoria, Waterloo Gin continues to set a new standard in New American gin, bringing regionally inspired, artfully distilled spirits to discerning drinkers nationwide. For more information, visit www.WaterlooGin.com. Connect with Waterloo Gin on [Facebook](#) and [Instagram](#).

About Susan G. Komen

Susan G. Komen® is the world’s leading nonprofit breast cancer organization, working toward a future where no one dies from breast cancer. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures. Visit komen.org or call 1-877 GO KOMEN. Connect on social at komen.org/contact-us/follow-us/.

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Media Contact:

Jennifer Swanson, Big Thirst, jennifer@bigthirstmarketing.com