



Top Dog at the Distillery

Tito Beveridge, founder and Master Distiller of Tito's Handmade Vodka has a soft spot for strays.

TITO BEVERIDGE, FOUNDER, CEO AND MASTER DISTILLER of Tito's Handmade Vodka, built his distillery 15 years ago with his companion Jo, a white shepherd mix, right beside him. Tito did not realize that the distillery, which was located on a large open field, would be an attraction for so many abandoned dogs. Since this discovery, Tito and his team have taken responsibility for caring for each of these animals and since has rescued over 30 stray dogs. Some of the dogs continue to live at the distillery today. On any given day you will see dogs roaming the marketing offices or the property, and feeling right at home.

FIDO FRIENDLY » *When did you start your company and what do you attribute to your success?*

TITO BEVERIDGE » I bought the land the distillery is on 18 years ago. I sold my first case of Tito's

Handmade Vodka 16 years ago. I attribute my success to hard work and loving what I do.

FF » *I read that your dog Jo, was with you when you started your company, how did Jo help you in those early days?*

TB » She was my constant companion and always there for me, keeping me company a lot of long lonely nights while I slept by the pot still. She was also a wonderful security guard, too.



Tito Beveridge and Stella. Stella lives with Beth, a member of the Tito's team and arrived wild with a pack of dogs at the distillery. The pack included one of her pups who was hurt and the Tito's team turned her over to a vet who said he would donate surgery and adoption care.



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FF » What compelled you to start caring for so many strays?

TB » I started taking in stray dogs back when I was working on seismic crews in Venezuela. Then at the distillery, because it's so rural, a lot of strays and feral dogs just appear. We just have a knack for placing them in homes or keeping them.

FF » Have any of the stray dogs become your pet?

TB » Yes, Lucky, a stray Anatolian shepherd I rescued in South Texas came home with me and then proceeded to have a litter of puppies shortly after.

FF » When and why did you start becoming active in supporting dog causes?

TB » We support so many causes in general but since people know we are dog people, we end up getting asked a lot. We also have an office near the Austin Animal Shelter and low cost spay/neuter center. Our employees do a lot of volunteer work for dog causes as well.

FF » What have you learned from your dogs?

TB » I have learned love, patience, and acceptance from dogs. They are always happy to see you and nonjudgmental. 🐾

BITES SIDEBAR Tito's Handmade Vodka partners with the Austin sector of Emancipet and has also raised funds for Austin Pets Alive. Austin has become the largest city to go NO KILL with a 90% save rate! Tito's is also active in countless rescues around Austin, including: Love-A-Bull, Humane Society, Pinups for Pit Bulls, Puppy Mill Awareness Day and many others.

United Airlines recently announced that Tito's Handmade Vodka will be the exclusive vodka brand served on all of the airline's flights worldwide. Tito's Handmade Vodka, an Austin-based company, is one of the fastest growing micro distilleries in the United States. The handcrafted spirit earned a unanimous Double Gold Medal at the San Francisco World Spirits Competition, and it was awarded a score of 95 by Wine Enthusiast for its impeccable purity and clean taste.