

# KROWNE<sup>®</sup> x Death & Co

## For Immediate Release

*Welcome to the Future: Krowne and Death & Co Unite to Create a New Standard in Bar Design*

Wayne, New Jersey (May 20<sup>th</sup>, 2024) - Krowne, a distinguished leader in bar design and manufacturing, proudly announces its partnership with cocktail institution, Death & Co. This exciting collaboration represents a marriage of Death & Co's distinctive aesthetic influence with Krowne's cutting-edge technological prowess.

Born from a shared vision to enhance the bar experience with innovation and style, this partnership embodies a commitment to elevating industry standards. Drawing inspiration from Death & Co's renowned expertise and Krowne's dedication to excellence, both entities unite to redefine the future of bar design. This collaboration marks a significant milestone in advancing the art of bartending by introducing new equipment designed to enhance workflow efficiency and elevate bartender performance. With a shared commitment to excellence and innovation, Krowne and Death & Co are poised to transform the landscape of modern bartending. Leveraging Krowne's state-of-the-art technologies and Death & Co's unparalleled expertise, this partnership aims to revolutionize the way cocktails are crafted and served.

Death & Co Co-Founder, David Kaplan expresses: "We have been impressed by Krowne not just because of their products, but because of Krowne's relentless pursuit of innovation and knowledge. Their dynamic approach and enduring legacy resonate deeply with our values at Death & Co / Gin & Luck, striking that magical balance of tried-and-true practices and thoughtful evolution."

Krowne's Co-Owner, Kyle Forman, adds: "This partnership is more than branding, it forms an essential think tank that will change the way our industry designs bars. The wonderful team at Death & Co has a keen attention to detail and an endless stream of innovative ideas that will flourish when combined with our expanding manufacturing capabilities and technologies."

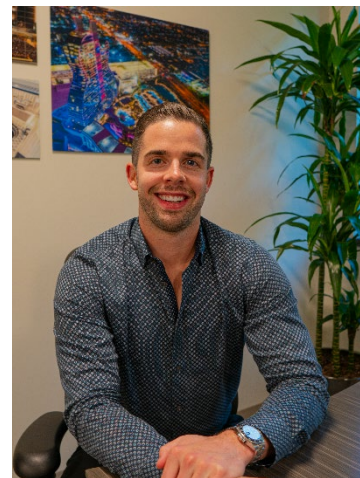
As part of this partnership, Krowne will work to integrate Death & Co's design and engineering expertise directly into its product development process, crafting unique solutions tailored to enhance bartender efficiency and creativity. Together, they will create offerings that reflect the highest standards of quality and functionality, as well as introduce a special collection of Death & Co x Krowne co-branded and designed products in the months ahead. Through these joint efforts, Krowne and Death & Co aim to inform consumers about the importance of continuous support for bartenders, fostering a culture of collaboration, learning, and improvement in the industry. This partnership marks a significant milestone in the realm of hospitality and cocktail culture. For more information, contact [support@krowne.com](mailto:support@krowne.com) or visit <https://krowne.com>.



**David Kaplan**  
CEO, Gin & Luck,  
Founder, Death & Co.



**Alex Day**  
COO, Gin & Luck,  
Co-Owner, Death & Co.



**Kyle Forman**  
Co-Owner of Krowne

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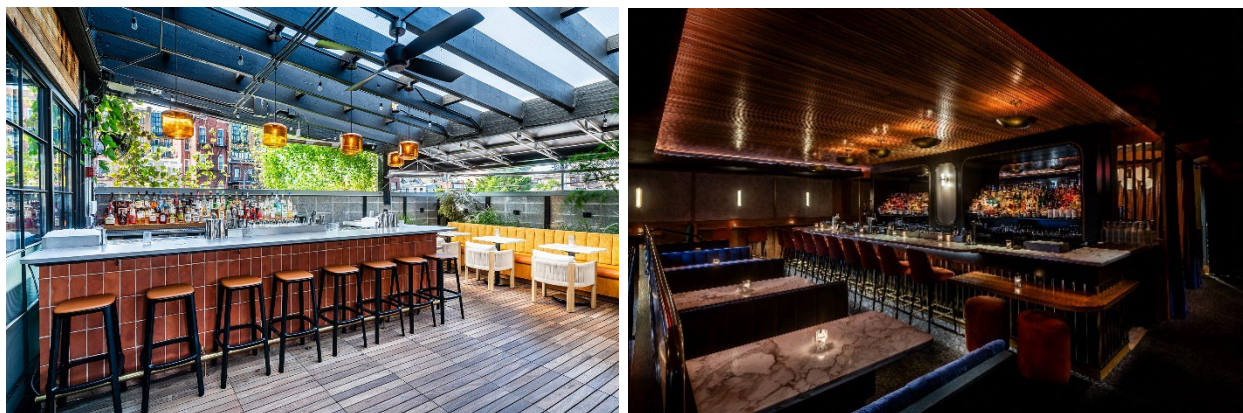
## About Krowne

Krowne is a third generation, family-owned company manufacturing in the U.S.A. for over 75 years. Rapid expansion and innovation have solidified Krowne as the fastest growing bar equipment company in the world, with experience ranging from custom underbar, refrigeration, and beverage dispensing systems to high quality faucets, pre-rinses, and gas connectors. Krowne's drive for new-age design has propelled them to new heights with cutting-edge configurators like BarFlexPro and FloorDesigner, along with winning several awards for excellence in innovation. Although the brand continues to expand and flourish, Krowne remains committed to their values of quality and sustainability. For more information, please visit: <https://krowne.com/>.



## About Death & Co.

Death & Co is one of the most significant and influential bars to emerge from the craft cocktail revival. Since its opening in 2006 in Manhattan's East Village, Death & Co has been a must-visit destination for cocktail enthusiasts and is the winner of several major industry awards. Boasting a supremely talented and creative bar staff with uniquely innovative menus, they are the birthplace of some of the modern era's most iconic drinks. As the brand continues to evolve and expand, it remains committed to fine products and exceptional experiences, a focus on hospitality, and a deep desire to be a center for communities.



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