HEAVEN'S DOOR

4343 North Ravenswood Ave.
Chicago, IL. 60613

October 2026

To Whom It May Concern:

Phil King and his company, iHospitality, were the Florida sales and marketing partner for Heaven's Door Whiskey from October 2020 to August 2025, four years and ten months in all. I'm glad to put my name behind the work his team did for us.

We brought iHospitality on just after COVID. The brand was growing fast, and we needed people in Florida who already had the trust of the state's bartenders and buyers. Phil's team had it, and it showed from the first month. Over the next five years they worked accounts across Central Florida, the Space Coast, Tampa Bay and South Florida.

On the sales side, they opened more than 150 new bar, restaurant and retail accounts and sold in more than 250 cases on opening orders alone. Orlando got most of their attention, and the distributor numbers there show it. In 2023 our Orlando division grew case sales 4%, with 10% more accounts buying and 19% more points of distribution. The first half of 2024 added another 10% in cases.

They were just as good in front of consumers. Phil's people ran more than 120 tastings and whiskey dinners for us. For three straight years they handled every cocktail at the Hilton Grand Vacations Tournament of Champions, where we moved 85 cases the first year, 97 the second and more than 100 the third. They also poured for us at the Orlando Whiskey Fest in 2023, 2024 and 2025.

What I valued most was what happened after the first order. Heaven's Door made it onto more than 40 permanent cocktail menus and into more than 70 printed features, whiskey lists and flight programs. Their barrel-aged and smoked Old Fashioneds became house staples at Hangry Bison, Christner's Prime Steak and The Wharf, and The Wharf by itself took more than 150 cases over three years. Behind all of it were more than 100 staff trainings, so the bartenders and servers pouring our whiskey knew its story and could tell it.

Phil knows the Florida market as well as anyone I've dealt with, and he does what he says he will. If I were building a spirits brand in Florida again, he's the first call I would make.

I hold Phil and iHospitality in the highest regard, and I welcome a call from anyone who would like a more personal conversation about our work together.

Sincerely,



Pete Fernandez
Executive Vice President of Sales
Heaven's Door Whiskey