Ole Smoky Distillery
Press Kit
Ole Smoky Distillery LLC Boilerplates

About Ole Smoky® Moonshine:
Ole Smoky is the leading distiller of premium moonshine in the U.S. and the first federally licensed distillery in the history of East Tennessee. The company’s roots can be traced back over one hundred years to the early settlers of the Smoky Mountains. Therefore this isn’t just moonshine, it’s moonshine made with authenticity and enduring pride from the people of the Appalachians. In 2009, the law in Tennessee changed and suddenly, it was legal to make, distill and sell the infamous bootlegger’s hooch. It was at that point that a group of families decided to bring their artistry of superior moonshine making to the world at large, and the world welcomed it.

Today, Ole Smoky retails globally and offers more than twenty creative flavors crafted from the authentic family recipe. And while this moonshine has long been enjoyed on the porch from the jar or the jug, it now finds itself in establishments across the U.S. Consumers will find Ole Smoky being mixed in handcrafted cocktails at their favorite bars/restaurants, or making a great presence on the retail floor at grocery/liquor stores. Ole Smoky has also partnered with some of the biggest music and sporting organizations in the country, which means being served at huge events to support these partners.

People from all over the world visit Ole Smoky’s 3 famed East Tennessee distilleries: Holler™, Barrelhous™ and Barn™. Over 3.5 million visitors have stepped through Ole Smoky’s doors, making it the most visited distillery in the world. In the fall of 2018, the company will also be opening a 4th location in Nashville.

With the countless awards Ole Smoky has won from the most prestigious competitions within the spirits industry, the company has become the most awarded moonshine in the world. In 2017, Ole Smoky saw all its hard work pay off when the company was named an Impact Hot Brand by M. Shanken Communications, a leading publisher in the U.S. wine & spirits industry. The Hot Brand Award is given to both established and upcoming brands that achieve double-digit growth in each of the past three years, with a minimum of 200,000 cases.

For more information, please visit www.olesmoky.com and find them on social media @olesmoky.

Shine Responsibly®

About Ole Smoky® Whiskey:
In 2016, Ole Smoky added to their portfolio of moonshine SKUs when it launched its whiskey line. The company merged their brand with another family-owned Tennessee whiskey business. Crafted from a century old recipe, this white oak, and over 4-years-aged whiskey is hand picked from barrels based on taste and color ensuring the highest quality.

Ole Smoky’s barrel-aged whiskey stands out amongst the rest because of the fact that it is mellowed through sugar maple charcoal until the desired flavor is acquired. Ingredients include locally grown grain, yeast, water, and a few other proprietary ingredients.

Ole Smoky offers a variety of whiskeys at its Barrelhousse distillery in Gatlinburg, TN, including Straight Tennessee Bourbon Whiskey, Blended Tennessee Whiskey, Salty Caramel, Mango Habanero, Cinnamon, Pecan, Maple, Root Beer, Tennessee Mud, and Cookies & Cream. The Straight Tennessee Bourbon Whiskey, Mango Habanero, and Salty Caramel are now available at bars, restaurants, and retailers throughout the U.S.

Please Drink Responsibly®
Ole Smoky Press

Print
Cheers/ Beverage Dynamics/ Stateways
Circulation: 65K/50k/8.5K Monthly
March/April 2017

Market Watch
Circulation: 53K Monthly
September 2017

OK! Magazine/ Star Magazine
Circulation: 480K/751K Weekly
March 2017
Moonshiners once dodged the law, distilling under the light of the moon and hiding within the lush Smoky Mountain forests. In 2010, however, Tennessee made moonshining legal in 44 counties, which allowed Ole Smoky to become the first federally licensed moonshine distillery in the history of East Tennessee. Operating out of Gatlinburg, Ole Smoky concentrated on moonshines during its early years. But in 2016, Ole Smoky acquired the little-known distillery Davy Crockett’s Tennessee Whiskey. At the time of the purchase, Ole Smoky CEO Robert Hall stated, “Having two categories under the very powerful Ole Smoky brand is a huge win, and we know it will be a great opportunity to increase our fan base.” Ole Smoky’s president of wholesale, Michael Bender, added, “The whiskey line is a great addition to Ole Smoky’s collection of moonshine.” Bender also predicted that Ole Smoky would appeal to millennials, which makes sense. Millennials have never known a world without creative mixology and an array of crafted spirits and beer. Throw in their natural, youthful tendency to exhibit rebellious traits, and you end up with a generation that pairs well with modern moonshining.

Then again, high-grade spirits appeal to imbibers of all ages, and now almost anybody can access them. Fans can purchase Ole Smoky moonshine online, and this fall, the distillery distributed three of its award-winning whiskeys to all 50 states: Straight Tennessee, Salty Caramel, and Mango Habanero. In fact, Salty Caramel will be sold at all Twin Peaks restaurants, while Buffalo Wild Wings fans can sip on cocktails that include Mango Habanero Whiskey.

Ole Smoky’s moonshine and whiskey are comprised of a (mostly) corn mash bill consisting of 84% corn, 8% rye and 8% malted barley. However, the whiskey is then aged, whereas the moonshine is distilled and sold.

We tend to think of moonshine as something primitive and unsophisticated, as it’s often depicted that way in popular culture. On the contrary, the skillful artisans who distill Tennessee moonshine and whiskey draw upon traditions that go back to the area’s earliest settlers, many of whom arrived from places like Scotland and Ireland.

One can enjoy a variety of Ole Smoky moonshine and whiskey variants, including strawberry, peach, blackberry, cinnamon, peppermint, watermelon, and apple, to name just a few. If you prefer something more classic, you can enjoy the 80-proof Straight Tennessee Bourbon that’s barrel aged and resembles the bourbon traditions found in Kentucky and Tennessee. It may be a bit of a stretch to think of today’s Smoky Mountain distilling in the same light as those who thwarted Prohibition, but the type of product coming from Old Smoky differs from the classic ideas of whiskey. Much like craft beer bucked the fizzy, yellow beer trend, Ole Smoky and area moonshiners aren’t afraid to think outside the box. The rebellion lies in its innovation.

Moonshining may be a Smoky Mountain tradition, but there’s no reason to hide anymore: the whole nation can now enjoy it!
Online
Mountain Tough Benefit Concert
January 3, 2017
Impressions: 235,016,000

OSM Partners with WGN’s Outsiders/ Outsiders Farrell Shine Available on ReserveBar.com
January 19, 2017/ February 22, 2017
Impressions 242,834,900/200,265,300

OSD Nationally Launches Whiskey Line
August 14, 2017
Impressions: 217,222,600
Ole Smoky Becomes Sponsor of TN Titans
September 29, 2017
Impressions: 242,604,700

OSD Opens a 4th Distillery in Nashville
December 11, 2017
Impressions: 187,082,528
Product Placement

Superstore
Promo (American Ninja Warrior)
Total Household Views: 6MM (Approx.)
Total Episodes: 10
Total Households Views: 54,472,723

Workaholics
Total Episodes: 1
Total Households Views: 1,233,606

Goliath
Total Episodes: 7
Total Households Views: NA
Roadies
Total Episodes: 2
Total Households Views: 1,455,432

You’re the Worst
Total Episodes: 4
Total Households Views: 1,104,996

Fargo
Total Episodes: 2
Total Households Views: 4,227,140
Saturday Night Football
UT Vols vs VY Hokies (9.10.16)
Total Households Views: 5.9MM (Approx.)

Outsiders
Total Episodes: 1
Total Households Views: 622k

Mad Families
Movie Appearance
Total Households Views: NA

Idiotsitter
Total Episodes: 2
Total Household Views: 461,784
Digital Assets

House of Ole Smoky Video Campaign
“The Cabin”
June 30, 2017
Views: +2.4 M

“Lit Campfire”
August 21, 2017
Views: +1.4M

“The Dive Bar”
September 21, 2017
Views: +2.6 M
Events

Emmy’s Gifting Suite

Outsiders’ Screening

Mountain Tough
Reds

Titans

Bristol
2017 Masters of Moonshine

Ole Smoky Moonshine partnered with the Tasting Panel Magazine to host the 3rd annual Masters of Moonshine competition. The semi-finals were held in Knoxville, Nashville, Dallas, Jacksonville, Cincinnati, and Australia where mixologists competed to mix up the best cocktail using both Ole Smoky White Lightnin' and Blackberry Moonshine. The winners from each city competed to win the title of Master of Moonshine at Tales of the Cocktail, the world’s premier series of cocktail festivals. The two mixologists that came out on top at the end of the finals were mixologists representing Nashville (Makenzie Oliver) and Cincinnati (Karen Puttmann).
Awards

2017
New York International Spirits Competition
Ole Smoky Blue Flame Moonshine- Gold Medal in Unaged Whiskies Category

China Wine and Spirits Awards
Ole Smoky Blue Flame Moonshine - Gold Medal in Unaged Whiskies Category

The Spirits Business' American Whiskey Masters
Ole Smoky Straight Whiskey - Silver in Tennessee Whiskey – Super Premium Category
Ole Smoky Blue Flame Moonshine - Master Award in Moonshine & Other Un-Aged Whiskeys

SIP Awards
Ole Smoky Apple Pie Moonshine (70 Proof)- Gold Medal in Flavor/Infused Whiskey/Moonshine Category
Ole Smoky Blue Flame Moonshine - Gold Medal and Consumer’s Choice Award in Unaged Whiskey/Moonshine Category

Los Angeles International Spirit Competition
Ole Smoky Moonshine Peaches- Gold Medal & Best in Category in in Whiskey/Whisky, Moonshine (Flavored)
Ole Smoky Blue Flame Moonshine- Silver Medal in in Whiskey/Whisky, Moonshine (all areas)
International Craft Awards
Ole Smoky Apple Pie Moonshine (70 Proof)-Gold Medal in Flavored Moonshine Category
Ole Smoky Blue Flame Moonshine- Silver Medal in Unaged Whiskey Category

International Wine & Spirits Competition
Ole Smoky Blue Flame Moonshine- Bronze Medal in Grain/Corn Spirit Category

Whiskies of the World
Ole Smoky Mango Habanero Whiskey- Bronze Medal in Flavored Whiskey Category
Ole Smoky Blue Flame Moonshine- Silver Medal in Unaged Whiskey/Moonshine Category

North American Bourbon & Whiskey Competition
Ole Smoky Apple Pie Moonshine (70 Proof)-Bronze Medal in Un-aged Whiskey/Moonshine Category
Ole Smoky Blue Flame Moonshine- Double Gold Medal in Flavored Moonshine Category
Ole Smoky Mango Habanero Whiskey- Bronze Medal in Flavored Whiskey Category
Ole Smoky Salty Caramel Whiskey- Silver Medal Flavored Whiskey Category

Berlin Spirits Competition
Ole Smoky Distillery- Unaged Whiskey of the Year award
Ole Smoky HD Charred Moonshine- Gold Medal in Unaged Whiskey Category
Ole Smoky Apple Pie Moonshine- Bronze Medal in Unaged Whiskey Category