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**EMBARGOED UNTIL - September 23, 2021**

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## **Hercules Mulligan takes a historic approach to funding the next chapter of the brand's story**

Spirits fans are being given the rare chance to collaborate on the future of spirits

September 23 2021, New York. Hercules Mulligan Company announces plans to crowd fund investment to fuel its ambitious growth strategies with a historic, collaborative approach to brand building that focuses on its fans. Since launching in 2019, Hercules Mulligan has fast become one of the best-selling new brands in the liquor DtC segment, driven by the highly influential Flaviar spirits community. The brand is now inviting spirits fans - including those that have already fallen in love with the brand and are purchasing it regularly to take advantage of the rare opportunity to become early investors.

Inspired by the famous tailor spy of the American Revolution, Hercules Mulligan is a revolutionary blend of three aged Caribbean Rums, three American Rye Whiskeys, fresh organic ginger, and tailor-made bitters. It is part of a new generation of hybrid spirits riding the wave of interest in craft spirits and Rye Whiskey that also serves as a ready-to-drink craft cocktail. It makes for a great bottled Old Fashioned cocktail – ideal for elevating at home drinking occasions with ease, simply serve over ice and enjoy.

Steve Luttmann, celebrated industry veteran and founder of Hercules Mulligan comments, “The spirits industry is so dominated by big players, many of which are reluctant to support innovative new ideas without proof of concept and established consumer demand, so it’s hard for smaller entrepreneurs to break through into the ranks. We launched Hercules Mulligan DtC specifically to demonstrate proof of concept and have had unbelievable success doing just that.

“We’ve taken care to select really high quality ingredients, including tricky things to work with, like fresh ginger, to make a true craft cocktail in a bottle. All of the flavor from Hercules Mulligan comes from actual flavor, not WONF [“with other natural flavors”], which is really just a euphemism for ‘it does not contain the specified flavor.’”

“This revolutionary recipe has proved so popular that the consumer reviews are great and people keep coming back for more. Hercules Mulligan has one of the highest repurchase rates, three times higher than average<sup>1</sup>, which is testament to the taste really delivering. The Flaviar community has helped build our brand from the start, making Hercules Mulligan the no. 1-rated brand on the Flaviar platform and a massive DtC success story. Now it’s time for us to innovate with this community by driving a truly historic, democratic fundraising approach - one that creates an army of brand ambassador investors.”

Crowd-funding will take place via StartEngine, which gives all spirits fans an equal opportunity to own a piece of liquid history, for more information visit [www.herculesmulligancompany.com](http://www.herculesmulligancompany.com).

Jugoslav Petkovic, CEO & Co-founder of Flaviar, comments: “Flaviar has always been about democratizing the spirits industry - this means both enabling more consumers to try more new products before deciding what to buy, as well as giving even the smallest brands access to a big engaged audience, if their product deserved that spotlight. Hercules Mulligan is one such product that piqued our interest, and when we saw our members’ raving feedback we knew this product was going to make it big! With the crowdfunding campaign we want to enable those early fans, who made the brand the success it is today, to participate in its future success.

Our members have spotted future trends and superstar brands in the past, and now for the first time we can all actually put money on the Flaviar community’s ability and its pioneering spirit.”

### **Hercules Mulligan performance on Flaviar**

- 1,108 9L cases sold since launching November 2019 (roughly 13,301 bottles)
- 22% Repurchase rate on Flaviar (average repurchase rate: 7.2%)
- 2,500+ peer reviews and ratings on Flaviar
- 8.2/10 stars
- 95th percentile on Flaviar platform

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<sup>1</sup> 22% Repurchase rate on Flaviar (average repurchase rate: 7.2%)

Hercules Mulligan Rum & Rye 750ml 43% ABV SSP \$38.00. For more information about Hercules Mulligan Crowd-funding campaign visit [startengine.com/herculesmulligan](https://startengine.com/herculesmulligan). For more information about Hercules Mulligan Rum & Rye visit [www.herculesmulligancompany.com](https://www.herculesmulligancompany.com)

## **About Hercules Mulligan**

Named for the until recently little known tailor, spy, and hero of the American Revolution who changed history and secured freedom for all, Hercules Mulligan is based on a unique recipe from the period. It's what Mulligan, the man, stood for, and it's what this Rum & Rye blend embodies: a spirit of independence.

Launched on November 25, 2019, the anniversary of Evacuation Day, this historical recipe is simple in its nature - Rum, Rye Whiskey, fresh Ginger & Bitters - yet utterly complex and delightful; a unique composition which tickles the nose and loosens the lips.

Quality is etched in Hercules Mulligan's DNA, as it uses real, honest, actual natural flavors --none of this WONF [Natural flavors with other natural flavors] tomfoolery. It's a true craft cocktail in a bottle, and it's picking up awards and rave reviews for how it delivers an Old Fashioned with ease. The best way to savor its flavors is sipping it on the rocks. Simplicity for the win.

AWARDS: Double Gold Medal in San Francisco World Spirits Competition 2021

## **About Steve Luttmann**

Steve Luttmann is a drinks industry veteran with a passion for flavors fueling his adventurous spirit. He's always full of ideas, always after novel experiences.

Luttmann matured at Unilever, worked at LVHM's Môt Hennessy, and created his own Spirits brand, Leblon Cachaça, Brazil's preeminent craft spirit. In 2016, Luttmann was recognized by Beverage World magazine as one of the top 50 'disruptors' in the beverage industry. It wasn't his last one, either: in 2019, he also launched Hercules Mulligan, a Flaviar-exclusive, ready-to-drink Old Fashioned with a killer recipe and a blockbuster-worthy story that inspired the brand. Hercules Mulligan is one of the most popular brands available on Flaviar.

Steve Luttmann became enamored with early American history as a young child, visiting all the Revolutionary War parks and points of interest during the American Bicentennial in his custom Continental Army uniform. His interest was piqued years later while reading Ron Chernow's Hamilton, where he discovered the story of Alexander Hamilton's good friend, Hercules Mulligan. Intrigued by his unique name and peculiar story, Luttmann researched the life of Hercules Mulligan extensively, discovering his penchant for mixing his bespoke libations with spy craft during the war. The result is Hercules Mulligan American Bespoke Libations.

## About Flaviar:

Founded in 2012, Flaviar is the world's largest premium **spirits club**, with operations in the US and Europe. Flaviar offers a better way to experience fine spirits.

Flaviar members enjoy a full suite of benefits, including quarterly tasting boxes supported by video on demand expert tasting guides and full-size bottles sent directly to their home, invitations to exclusive spirits events, access to rare and original spirits available only to members, free shipping, over 200K member reviews and more.

Flaviar is here to help **more** people try **more** new things **more** often.

**Flaviar membership is \$300 per year, or \$95 a quarter.**

For more information visit [www.flaviar.com](http://www.flaviar.com)

You've got to try this!