

HERITAGE[®]

DISTILLING CO

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FOR IMMEDIATE RELEASE

BSB[®] - Brown Sugar Bourbon Named “Best Flavoured Whisky in the World” at the 2019 World Whiskies Awards *Unprecedented 2nd Year in a Row for this Category*

GIG HARBOR, Wash. (March 29, 2019) – For an unprecedented 2nd year in a row, Heritage Distilling Company’s *BSB-Brown Sugar Bourbon* won World’s Best Flavoured Whisky at Whisky Magazine’s “World Whisky Awards” in London.

“Each year the WWA grow bigger across the globe and have become one of the biggest and most respected authorities in the whisky industry,” wrote George Koutsakis for Forbes.com.

“To have BSB recognized as the World’s Best Flavoured Whisky for the 2nd year in a row is an incredible honor. For a small locally owned craft distillery it is rare to win such a huge global award, but BSB is a special product and we are extremely proud of its success and the response in the market,” said Justin Stiefel, Heritage Distilling Company CEO. “To win this award for the second year in a row on a global scale shows our team’s commitment to consistency in this challenging category.”

BSB-Brown Sugar Bourbon has received accolades within the industry since the product’s launch in 2016, including multiple gold medals annually from prestigious spirits competitions. *BSB*’s Awards include Double Gold Medal from SIP Awards International Spirits Competition (2018) and America’s Best Flavoured Whisky from the World Whiskies Awards in both 2018 and 2019.

Heritage Distilling also makes a 103-proof version, labeled as BSB 103. BSB 103 is the only overproofed flavored whiskey on the market and has received awards



of its own including, Gold Medal from the Seattle International Spirits Awards (2017), Gold from the Las Vegas Global Spirits Awards (2017) and Best Flavored Spirit from the American Distilling Institute (2019).

The award from Whisky Magazine comes the same week as the Seattle Mariners home opener, Thursday, March 28, 2019. Heritage announced their three-year sponsorship agreement with the Seattle Mariners in 2017, which include a fully brand bar in the Terrace Club called the *BSB Lounge*. Starting with the 2019-2020 season Heritage Distilling Company will have an additional bar location at the newly named T-Mobile Park in Seattle called *BSB at The Caught Looking Lounge* on the concourse level near The Pen.

Details about the 2019 World Whiskey Awards can be found at <http://www.worldwhiskiesawards.com/winner/whisky/2019/taste>

About Heritage Distilling Company, Inc.

Heritage Distilling Company, Inc. (HDC), opened to the public in Gig Harbor, Washington in 2012. It is one of the premier craft distilleries in the U.S and is the most-awarded craft distillery in North America for the past six years. HDC produces a range of whiskeys, vodkas, gins and rum. With distilleries and tasting rooms in six locations spanning two states as well as distribution in all 50 states and the District of Columbia, HDC is the largest independent craft distillery in Washington State by dollars generated, selling more 85,000 cases in 2018. Majority woman owned, HDC is adept at connecting with and contributing to the culture of craft spirits through multiple channels. HDC is partners with the Seattle Seahawks, Seattle Mariners, Seattle Sounders, Portland Trail Blazers, Texas Rangers, Eugene Emeralds, Evergreen Speedway and Tacoma Dome, among others.

For more information, please visit www.heritagedistilling.com.

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