



FOR IMMEDIATE RELEASE

PRESS CONTACT:

Hannah Hanley

Hannah@HeritageDistilling.com

253.691.0278

*Heritage Distilling Co. Announces Grand Opening for Newest Location:
Eugene, Oregon - Oct. 7, 2016*

Will be one of the largest craft distilleries in Oregon and Along the Entire West Coast

EUGENE, Ore. (Sept. 28, 2016) - Heritage Distilling Company (HDC) announces Oct. 7, 2016 as the official grand opening date for its newest full production distillery in the Whittaker District in Eugene, Oregon. This state of the art distillery features a beautifully appointed tasting room, retail space and internal mezzanine overlooking the entirety of the operations to allow customers to feel as though they are in the production space. A ribbon cutting with the Eugene Chamber of Commerce is scheduled for 5 p.m. that day. This will be the third federally and state licensed distillery location for HDC. Production will include a full line up of various types of vodka, gin, whiskey and for the first time under the HDC banner, rum.

“We are thrilled to open the first regionally-sized craft distillery in Eugene, Oregon. This will be one of the largest craft distilleries along the West Coast,” stated Heritage Distilling Company CEO and Master Distiller, Justin Stiefel. “We chose Eugene for our newest full scale production facility for a couple of reasons. First, we have great local partners who are ingrained in the community and share our vision for using the best equipment and the highest quality ingredients to produce exceptional craft spirits. Second, Eugene’s residents, and the state of Oregon as a whole, are known for supporting locally made products. Also, as home to some of best craft breweries in the Northwest, several renowned wineries and so many great restaurants, Eugene was an obvious choice as our next location to open a world-class distillery. We anticipate Eugene’s Whittaker district will continue to grow as a destination for food and beverage fans and we look forward to being in the heart of it,” Stiefel added.

HDC’s Eugene distillery continues the company’s tradition of importing custom-engineered and hand-built Italian stills, similar to the system in place at its Gig Harbor flagship production facility. The Eugene distillery features a custom made combination 3,000-liter pot-still with a 14-foot 12-plate copper bubble cap reflux column for spirit stripping and finishing runs for vodka, gin, whiskey and rum. The still is capable of distilling enough whiskey or rum to fill five standard 53-gallon barrels per day. Following HDC’s tradition of naming its stills, the system is called “Bisnonna”, or “Great-grandmother” in Italian.

The distillery also features the first of its kind continuous polishing still for craft distilling in the U.S. The continuous still stands more than 20 feet tall and features a stainless steel 32-plate bubble cap column. It is uniquely designed to gently and efficiently extract any trace amounts of remaining impurities from the spirit during its final stage in the distillation process. The system can distill more than 54 gallons of 190 proof spirits per hour continuously, the equivalent of more than 472,000 cases of 80 proof vodka per year packed as 9-liter cases. The still is affectionately named “Big John” after one of the founder’s uncles who was a decorated World War II hero.

The distillery also features six “micro stills”, each 26 gallons, with multiple plate column configurations for small batch and experimental runs. These stills are also used for HDC’s unique *My Batch* program, where customers work with HDC’s distillers on custom runs. Each of these stills is named after family members of company founders.

“We partnered with the team at Heritage Distilling Company to bring this concept to Eugene,” said Dr. J.P. Wensel, one of the founders and local operators of HDC in Eugene. “We visited many breweries, wineries and distilleries over the years, but none compared to Heritage. Their unique approach to distillation, sourcing ingredients and customer relations is unsurpassed, and the fact that HDC has been the most awarded craft distillery by the American Distilling Institute for the

past three years in a row proves the strength of their programs and approach. We wanted to bring what Heritage has perfected in its Gig Harbor location to the people of Oregon. We are thrilled to see our vision for Eugene, and for the entire state of Oregon, finally realized by the construction and opening of this new destination craft distillery,” Wensel added.

The distillery includes multiple 13,000 liter mash and fermentation tanks, a state of the art glycol chilling system, a unique mash knock-down heat exchanger, an internal water recycling system, and a fully automated bottling line capable of filling, labeling and capping more than 1,400 9-liter cases per shift. The distillery’s operations were designed such that no harsh waste chemical products will enter the city of Eugene’s sewer system. Instead, all equipment will be cleaned with specialized hot water systems and minimal chemical usage. Spent grain from the end of the distillation processes will be provided to local farmers.

HDC is home to the *Cask Club* and *My Batch* programs where customers can custom distill or age their own spirits legally under the guidance of Heritage distillers. HDC was the first distillery in the U.S. to allow customers to be legally involved in the crafting of their own spirits. It hold patents and has patents pending for these programs, customer experiences and other distillery features. It is legal to brew beer or make wine at home; it is still illegal to own a still for the purpose of making beverage spirits for home consumption. HDC’s programs solve this by allowing the customer to safely and legally be involved in the crafting of their own spirits in a controlled environment.

Flights and mini mixed samples will be available for guests in the distillery tasting room. Bottles and associated merchandise will also be available for purchase at the distillery, along with cocktail supplies and instructional classes and experiences to assist people with making great cocktails at home.

Members of the media are invited to preview HDC’s new Eugene facility - 110 Madison St., Eugene, OR 97402 - the week of October 3 by request. Please contact Hannah Hanley, Heritage Distilling Co.’s Director of Marketing, to make arrangements for a tour.

About Heritage Distilling Company, Inc.

Heritage Distilling Company currently operates two additional distillery locations: HDC Flagship in Gig Harbor, Washington, and HDC Waterfront in Downtown Gig Harbor, Washington, with two additional Washington locations in the design and construction phases. In 2015 HDC was the fourth largest distiller of craft spirits in Washington state, producing more than 20,000 proof gallons of spirits. Among all of its locations, including the new distillery in Eugene, HDC is anticipating to produce under 100,000 proof gallons of spirits in 2017.

Heritage Distilling makes the popular BATCH NO. 12 line of vodka, gin and bourbon, which are featured at CenturyLink Field in Seattle, and at bars and restaurants all over the Northwest. HDC is also a named sponsor in the Tacoma Dome. The distillery has a full line up of more than 20 naturally flavored vodkas, and its *Elk Rider* line of vodka, gin and whiskey is a tribute to the founder’s forefathers who tamed and rode elk in the region in the late 1800’s. HDC latest product, BSB (Brown Sugar Bourbon) is exploding and is already being distributed in multiple states. HDC is also known for its unique Spirits Advent Calendar, a collection of 24 minis (50 ml) bottles of HDC spirits in a decorative boxed calendar for adults to enjoy daily from December 1st through the 24th. Ironically, because of a quirk in the interpretation of Oregon Liquor Control Commission rules, the Spirits Advent Calendar can’t be sold in the state of Oregon.

In 2016, among its many other awards, HDC won best Craft Vodka, Best Craft Gin and Best Flavored Whiskey in North America.

HDC’s products can be found in bars, restaurants and retailers across Washington, Oregon, Wyoming, Montana, Utah, Illinois, Colorado, Michigan, Wisconsin, North Carolina, New York, New Jersey, Hong Kong and select parts of Western Canada. New distribution points are continually being added. New HDC location openings, product releases and more information can be found at

www.HeritageDistilling.com

###