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**HERITAGE**  
DISTILLING CO.

## Heritage Distilling Co. and SeaBear Smokehouse Announce Release of BSB-Brown Sugar Bourbon Smoked Salmon

**Gig Harbor, WA and Anacortes, WA** (March 6, 2019) – Heritage Distilling Co. (HDC) and Anacortes-based SeaBear Smokehouse announce they have forged a partnership to create a **BSB-Brown Sugar Bourbon** smoked salmon.

To celebrate, HDC and SeaBear will host a public **Launch Party on Saturday, March 23 at 3 p.m.** at Heritage Distilling Co.'s Capitol Hill location in Seattle. Attendees will enjoy gourmet salmon and spirits flights, as well as special pricing on bottle purchases. Additionally, coming in June, SeaBear and Heritage Distilling Company will be running a national contest on social media. The winner of the contest will receive a trip to both the Anacortes SeaBear smokehouse and one of Heritage Distilling Company's distillery tasting room locations.

"We are proud to partner with SeaBear, the largest direct-to-consumer shipper of smoked salmon in the country," stated Justin Stiefel, Heritage Distilling Co. CEO. "SeaBear is known for its quality, and we were thrilled when they approached us about creating a partnership around our BSB-Brown Sugar Bourbon."

BSB-Brown Sugar Bourbon was named World's Best Flavoured Whisky in London at the World Whiskies Awards in 2018 and recently received the accolade for America's Best Flavoured Whisky in NYC from the World Whiskies Awards in 2019. BSB will be competing on the global stage again in March at the World Whiskies Awards 2019. BSB is available via distribution by Southern Glazers Wine & Spirits and partners in all 50 states starting spring 2019.

"As the premier craft distillery in the Pacific Northwest, Heritage was the perfect choice for SeaBear to partner with on the new craft iterations of our smoked salmon series. The result is an amazing BSB-Brown Sugar Bourbon smoked salmon that we know our audience will love sharing with family and friends," stated Mike Mondello, CEO, SeaBear Wild Salmon.

Heritage soaks oak chips in BSB-Brown Sugar Bourbon, which SeaBear then uses to smoke the wild salmon using a wet brine and hot smoked method. It features a moist, flaky, delicious smoked salmon with beautiful color and a subtle touch of sweetness.

The BSB-Brown Sugar Bourbon smoked salmon is one of four iterations SeaBear Smokehouse is releasing for cold case smoked salmon retail, including the BSB, Beergarden, Garlic Lovers and Traditional styles. Beginning on March 23, products will be available through wholesale nationwide, as well as directly from SeaBear's website, Smokehouse Store, and the company's **Made In Washington** store at Pike Place Market. Heritage Distilling Company's six distillery tasting room locations throughout Washington and Oregon will carry the BSB varietal and utilize the smoked salmon at key events including their My Batch sessions.

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### **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 five 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. In addition to SeaBear Wild Salmon, HDC is partners with the Seattle Seahawks, Seattle Mariners, Portland Trail Blazers, Eugene Emeralds, Evergreen Speedway, Tacoma Dome and Angel of the Winds Event Center, among others.

For more information, please visit [www.heritagedistilling.com](http://www.heritagedistilling.com).

### **About SeaBear Smokehouse:**

The SeaBear Smokehouse has been operating continuously in Anacortes since being founded under the name "Specialty Seafoods" in 1957 by Pacific Northwest fisherman Tom Savidge and his wife Marie. Tom Savidge invented the process for preserving salmon naturally – now known as the Gold Seal Pouch. This allows the salmon to be stored with no refrigeration and helped put Pacific Northwest smoked salmon on the map. It is still a mainstay of the SeaBear line. Today, SeaBear sells a full line of shelf stable and refrigerated products direct to consumers in all 50 states through its website SeaBear.com, and in high-end grocery and foodservice.

For more information, please visit: [www.seabear.com](http://www.seabear.com)