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## **Heritage Distilling Co. joins line-up at Market Expansion**

November 26, 2019 (Eugene, Ore.) – Heritage Distilling Co. (HDC), maker of a variety of locally crafted whiskeys, vodkas, gins and rums, including the nationally recognized BSB-Brown Sugar Bourbon, will open a tasting room along the Market Alley when the 5<sup>th</sup> Street Public Market Expansion opens in fall 2020.

Eugene has been home to Heritage Distilling’s second full-scale production distillery since October 2016. The production distillery will remain at its current location at 110 Madison St.

“Our new tasting room will allow us to better serve our current customers and to introduce new people to our products, especially those who are visiting from out of town while they stay and shop in the core of downtown Eugene,” said Justin Stiefel, CEO of Heritage Distilling Co. “Our boutique style of retail and tasting experience is a great fit with the Market.”

Local HDC General Manager Jessica Reeves added that Heritage will be offering small bites along with its spirits in the new location. “Our tasting rooms are very experientially focused and we are always open to new ways to connect with our customers,” she said. “Education about spirits and our products is a large part of what we offer.”

The 5<sup>th</sup> Street Heritage Distilling Co. location will feature tastings, cocktails, retail bottle sales and HDC’s custom barrel aging program, Cask Club.

Ground breaking for the Market Expansion project on 6<sup>th</sup> Avenue between Pearl and Oak streets was Feb. 14, 2019. Previously Nike and Handel’s Homemade Ice Cream have announced that they would also be located in the Market Expansion.

“Heritage Distilling Co. is such a perfect complement to the breweries, wineries and coffee shops already in the Market District,” said Irene Alltucker, director of real estate for Obie Companies. “It will be one more compelling reason for people to visit and partake of all the Market has to offer.”

Headquartered in Gig Harbor, Wash., Heritage Distilling Co. was founded in 2012. Like most other businesses in the 5<sup>th</sup> Street Public Market, HDC is primarily woman-owned and is family operated.

***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 and operates distilleries and tasting rooms in six locations spanning two states as well as distribution in all 50 states. The 5<sup>th</sup> Street Public Market will be the seventh HDC location. Majority woman owned, HDC is adept at connecting with and contributing to the culture of craft spirits through multiple channels.

Heritage Distilling Co. is an official partner or sponsor of the Portland Trail Blazers, Eugene Emeralds, Seattle Mariners, Seattle Seahawks, Seattle Sounders, Texas Rangers, San Francisco Giants and Atlanta Braves. For more information visit [www.heritagedistilling.com](http://www.heritagedistilling.com).

***About the 5<sup>th</sup> Street Public Market***

The Market Expansion project comprises an 82-room boutique hotel called the Gordon; a 127-unit apartment building called the Gordon Lofts; and the 30,000-square-foot Market Building. The project is being developed by Brian Obie and his grandson, Casey Barrett, Obie Companies Vice President. Located in the heart of Eugene since 1976, the 5<sup>th</sup> Street Public Market ([www.5stmarket.com](http://www.5stmarket.com)) is a colorful collection of unique and enchanting local and regional stores, restaurants and cafés that offer everything from boutique fashion, jewelry and décor to specialty products, beauty treatments and delicious food and drink. The Market features charming buildings, spectacular landscaping, the iconic fountain in the courtyard and the outstanding Inn at the 5<sup>th</sup> boutique hotel.

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