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PRESS CONTACTS:

Hannah Hanley

Hannah@HeritageDistilling.com

253.720.2205

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DISTILLING CO

Kyle Stanley, PGA TOUR Player, Joins Heritage Distilling Co. BSB Partnership Team

Gig Harbor, WA (April 5, 2019) – Heritage Distilling Co. (HDC) and PGA TOUR star, Kyle Stanley, have forged a multi-year partnership to help spread awareness about Heritage Distilling, in particular its *BSB[®] - Brown Sugar Bourbon* (BSB) brand.

“We are honored that Kyle, a Gig Harbor native, agreed to join our team while he’s competing on the PGA TOUR. Because he is a loyal customer of Heritage and frequently visits our distilleries and tasting rooms, it makes the partnership natural, authentic and genuine,” said Justin Stiefel, CEO of Heritage Distilling. “As a growing company with expanding national distribution for BSB finding different ways to get in front of diverse audiences is critically important. We know Kyle’s enthusiasm for our brand will translate to his growing fan base and to others who enjoy and follow the PGA TOUR,” Stiefel added.

“Since its opening in 2012 Heritage Distilling has been one of my favorite local companies, so it was natural to partner with them,” said Stanley. “During my off weeks, my wife and I enjoy going to the tasting rooms or sharing drinks with our family and friends. Their products, especially BSB, are fan favorites, as I’m confident folks around the country are soon to find out,” he added.

Stanley and Heritage Distilling will work together to help promote BSB, a 60 proof flavored bourbon that was just named “World’s Best Flavored Whiskey” for the second year in the row by Whiskey Magazine. BSB 103[®], the 103-proof version of BSB, will also be a feature of the partnership. BSB and BSB-103 will be available nationwide starting in June.

Stanley was born in Gig Harbor, Washington, home to Heritage Distilling. Stanley is a two-time PGA TOUR winner, including victories at the 2012 *Waste Management Phoenix Open* and the 2017 *Quicken Loans National*. Stanley has been ranked as high as 26th in the World Golf Rankings and is currently ranked 47th. Prior to turning pro, Kyle was a three-time All American at Clemson where he won the Ben Hogan Award as the nation’s best collegiate and amateur golfer in 2009.

The partnership with Stanley will include social media posts and branded merchandise giveaways. The partnership kicks off this week with a social media contest during golf’s first major of the year in Augusta, GA where one lucky winner will receive a prize package with gifts from HDC and Stanley. Contest information can be found on Heritage Distilling Co. and Kyle Stanley’s social media accounts.

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. In addition to Kyle Stanley, 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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