



For immediate release

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**KIRO Radio and Heritage Distilling Co.
Announce New Weekly Radio Show: *"Cask Club Radio"***

*First of Its Kind Radio Broadcast Show in the US
Focused on Spirits, Cocktails, Beer and Wine*

SEATTLE, WA – KIRO Radio 97.3 FM and Heritage Distilling Company, Inc. (HDC) today announced the creation of the first weekly radio broadcast show dedicated to the growing craft spirits, cocktail, beer and wine culture. Called "*Cask Club Radio*", the show will launch Saturday October 14 at 3:00 pm on KIRO-FM in Seattle. It will also be available as a downloadable podcast.

"Heritage Distilling has earned its reputation as a big-thinking innovator" said Carl Gardner, Vice President and Market Manager, Bonneville Seattle Media Group. "With this new audio project, Heritage once again takes the broad view of how its products fit into the overall lifestyle and passions of people around the Pacific Northwest. We're proud to partner with Heritage, and to help them blaze another new trail as a forward-thinking marketer."

"We are thrilled to partner with the professionals at KIRO Radio to bring this new show – 'Cask Club Radio' - to the market," said Justin Stiefel, CEO and Co-Founder of Heritage Distilling Company. "In today's culture the intersection of spirits, cocktails, beer, wine and food are rapidly mixing with business, sports, art, entertainment and life. Together with co-host Lydia Cruz and producer Maura Dooley, every week we will bring listeners an interesting mix of current events and trends in the world of adult beverages, insights on happenings in the market, interviews with key people in industry and a few surprises. The purpose of the show is to be informative, educational and entertaining, all with an eye towards responsible enjoyment of spirits, cocktails, beer and wine."

"I see 'Cask Club Radio' as an exciting new platform that melds all of our favorite things; local culture, food, sports, business, news and spirits" said Lydia Cruz, producer of 'Cask Club Radio.'" "More importantly, it's an opportunity for us to share compelling stories of self-made individuals, businesses and charitable organizations from the Pacific Northwest and beyond."

"Craft and locally produced spirits, beer and wine are leading growth trends across the U.S. in the adult beverage space" Stiefel adds. "As an industry leader in the rapidly expanding craft

distillery space this show is one more way Heritage Distilling will be demonstrating innovation, outreach, education and inspiration for the many other existing or aspiring craft producers out there. This is not going to be an infomercial about Heritage Distilling Company; rather, it will focus on trends across a broad spectrum of the market and how those trends are impacting other parts of our lives collectively from the perspective of a small producer.”

The show will air on KIRO Radio on Saturdays at 3:00 pm. It will also be available for podcast download at MyNorthwest.com/podcasts and at HeritageDistilling.com.

About KIRO Radio

KIRO Radio tells you what's happening and why. All day we deliver the news and connect the dots through the eyes of KIRO's thinkers and talkers. Through breaking news and stories that range from the meaningful to the offbeat, we bring you what's most interesting right now. Found at 97.3 FM, KIRORadio.com and your smartphone, KIRO Radio gives you award-winning, around-the-clock news and iconic Northwest voices. KIRO also is home to the Seattle Seahawks and the Seattle Sounders FC.

About Heritage Distilling Company:

Heritage Distilling Company, Inc. (HDC) is among the top premier craft distilleries in the United States, making a variety of whiskeys, vodkas and gins from as many local ingredients as possible. HDC is one of the largest craft distilleries on the West Coast and is the largest independently owned craft distillery in Washington. Heritage Distilling is the most awarded craft distillery in North America by the American Distilling Institute for the past four years out of more than 1,500 craft distilleries. HDC is a majority women-owned enterprise.

HDC's line of spirits include the Elk Rider series, the HDC series featuring more than 20 naturally flavored vodkas, the BATCH NO. 12 line of spirits and HDC's newest product, BSB-Brown Sugar Bourbon. BSB, along with its higher proof cousin, BSB-103 (bottled at 103 proof), is the fastest growing craft spirits brand in the region. HDC's products can be found in bars, restaurants and retailers in more than 26 states and selectively in Canada.

HDC currently operates in Washington State, home to more than 110 distilleries – the third most of any state in the nation – and Oregon. HDC owns two production distilleries in Gig Harbor, WA, with tastings, tours and retail sales at both locations. HDC's newest full-scale production distillery opened in Eugene, Oregon in October 2016 and was immediately one of the largest craft distilleries in Oregon upon its opening. Heritage recently announced it is partnering with South Puget Sound Community College, the city of Tumwater, the Port of Olympia and others to open a new production facility in Tumwater, Washington with hands-on classes and accredited academic and degree programs as part of a craft brewing, distilling and cider making revitalization effort in the region.

Heritage is in the final stages of opening its Roslyn, WA distillery, a 10,000-square foot distillery complex with six stills, a full Cask Club, two retail tasting rooms and a commercial grade catering and

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commissary kitchen. The Roslyn location will open in November 2017. Shortly thereafter HDC's new retail distillery on Capitol Hill (Seattle) will open.

Heritage Distilling is a partner and/or official sponsor of the Seattle Mariners, Seattle Seahawks and Portland Trailblazers and is an active member of the community helping to raise money for various charities and non-profit groups across the Pacific Northwest. The company's philanthropic efforts were rewarded with the Secretary of State's "Corporations for Community" award for the state of Washington in 2015. Most recently Heritage Distilling was named "Manufacturer of the Year" for 2017 by the Association of Washington Business.

More information about Heritage Distilling can be found at www.HeritageDistilling.com.

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