

# Seattle Mariners and Heritage Distilling Co. Ink Sponsorship Deal

*Teams joining forces to celebrate “Mariners Heritage”:  
40 years of baseball in Seattle and the Pacific Northwest*

For Immediate Release

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SEATTLE – March 8, 2017 - The Seattle Mariners baseball club announced today the signing of a three-year sponsorship agreement with Heritage Distilling Company, Inc. (“HDC”) of Gig Harbor, Wash. The agreement will run during the 2017, 2018 and 2019 baseball seasons. Among key terms of the agreement, the deal includes the creation of the Heritage Distilling Co. “*BSB Lounge*”, a branded bar on the Third Base Terrace Club at Safeco Field.

“We are delighted that Heritage Distilling Company has agreed to become a sponsor of the Seattle Mariners. Heritage Distilling has a tremendous reputation in the Pacific Northwest and nationally for their line-up of award winning spirits and their commitment to the community,” said Bob Aylward, Executive Vice President, Business Operations, Seattle Mariners. “It is especially appropriate that we join forces with Heritage Distilling during our 40<sup>th</sup> anniversary year to celebrate Mariners Heritage: 40 years of baseball in the Pacific Northwest,” Aylward added.

“Heritage Distilling Company could not be more excited to be a proud sponsor of the Seattle Mariners for the 2017-2019 seasons,” said Justin Stiefel, CEO and Master Distiller at Heritage Distilling Co. “We are passionate about making high quality local spirits, and we are equally as passionate about baseball. As America’s favorite pastime baseball is engrained in our collective heritage, and we at Heritage Distilling Company want to help Seattle Mariners fans everywhere celebrate that heritage.”

In addition to having its branding at Safeco Field, HDC products will be featured and advertised during all 162 regular season games on the Mariners Radio Network and selectively on the *ROOT SPORTS* TV network in the entire Mariners territory, which includes the states of Washington, Oregon, Idaho, Montana, Alaska and the provinces of British Columbia and Alberta, Canada. HDC will also have rights to use the Mariners trademarks in its advertising and on select point of sale items in the entire Mariners market area.

“Last season, and during the entirety of this offseason, the Mariners organization demonstrated to our loyal fans our commitment to investing in new faces on the field. This offseason we also wanted to demonstrate that same level of commitment to our fan experience in the ballpark with the addition of the Heritage Distilling “*BSB Lounge*” in the Third Base Terrace Club bar area. We think fans will enjoy what we have to offer them there and in other parts of the ball park,” said Aylward.

“Our focus this baseball season will be expanding on the success of our branding for our hottest item – *BSB-Brown Sugar Bourbon*,” said Stiefel. “We sum it up in one simple thought: You can’t spell BASEBALL without BSB. That theme will carry through during the entirety of the baseball season at the ball park, on radio and television, and in restaurants and retailers across the Pacific Northwest.”

The first regular season game for the Mariners will be Monday, April 3 at the Houston Astros. Seattle’s home opener is Monday, April 10 when the Mariners host the Astros at Safeco Field.

### **About the Seattle Mariners:**

The Seattle Mariners have been a fixture of the Northwest sports scene since Opening Day 1977. In 2017, the Mariners will mark the team's 40 year history with a series of special events that commemorate the past and celebrate the present. The festivities begin on Monday, April 10, the Mariners home opener, vs. the Houston Astros.

### **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 in the Pacific Northwest and it is the most awarded craft distillery in North America by the American Distilling Institute for the past three years, out of more than 1,200 craft distilleries.

HDC's line of spirits include the *Elk Rider* series, the *HDC* series featuring more than 20 naturally flavored vodkas. HDC also produces the *BATCH NO. 12* line of spirits. HDC's newest product, *BSB-Brown Sugar Bourbon*, is quickly becoming one the fastest growing products in the region. HDC's products can be found in bars, restaurants and retailers in more than 20 states and selectively in Canada.

HDC currently operates in Washington State, home to more than 110 distilleries – the most of any state in the nation. 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. More information can be found at [www.HeritageDistilling.com](http://www.HeritageDistilling.com).

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