

HERITAGE[®]

DISTILLING CO

Heritage Distilling Co. to produce limited release Home Shows BSB-Brown Sugar Bourbon

*Heritage joins other local companies banding together to fight homelessness
for Pearl Jam's August Home Shows*

For Immediate Release

Contacts:

Heritage Distilling Company

Hannah Hanley

Hannah@HeritageDistilling.com

Mobile: (253) 720-2205

SEATTLE (June 27, 2018) – Heritage Distilling Company is proud to have inked a partnership with Pearl Jam's Vitalogy Foundation to produce a special edition Home Shows themed BSB-Brown Sugar Bourbon. A portion of the proceeds from each bottle sold will go to the Vitalogy Foundation's Home Shows program, to fight homelessness in King County. Pearl Jam will be performing The Home Shows, two shows at Safeco Field August 8 & 10, 2018, and as part of the shows, have committed to giving at least \$1 million to fight homelessness in King County.



“Heritage Distilling Company is honored to assist Pearl Jam’s Vitalogy Foundation in the effort to fight local homelessness,” stated Justin Stiefel, Heritage Distilling Co.’s CEO and co-founder. “As a local home-grown company Heritage Distilling is well positioned to assist in this effort,” Stiefel added. “We are joining an incredible list of area businesses, nonprofits and members of the creative community who are collaborating to tackle the biggest public health crisis to hit our community in recent history – all in a positive and constructive way,” Stiefel stated. Partners of The Home Shows include the Seattle Mariners, Starbucks, the Raikes Foundation, Microsoft, United Way of King County, Expedia, Zillow Group, the Seattle Foundation, the Schultz Family Foundation, and many more.

BSB-Brown Sugar Bourbon is the top selling and best-known local craft spirit product in the Pacific Northwest market and has won numerous awards worldwide, including being named Best Flavoured Whisky at the World Whiskies Awards in London by Whiskey Magazine this spring.

“Heritage makes a great addition to our lineup of local companies that are helping us band together to fight homelessness in King County,” stated Tim Bierman, General Manager of Pearl Jam’s Ten Club.

Bottles of Heritage Distilling Co. Home Shows label BSB-Brown Sugar Bourbon will be available exclusively from the HeritageDistilling.com website and at Heritage Distilling's Washington tasting rooms, including locations in the Ballard and Capitol Hill neighborhoods in Seattle, Gig Harbor and Roslyn. \$20 from each bottle sold will be donated to the Vitalogy Foundation for this effort. This is a limited edition bottling run. Once all bottles are gone no additional bottles under this label will be made.

About the Home Shows:

The Home Shows will be Pearl Jam's first Seattle concerts in 5 years. Most of Pearl Jam's band members grew up in Seattle. Over the past 28 years, the City of Seattle's population has grown by 40%. The region's homelessness population is now the third largest in the country, with over 12,000 people living without shelter on any one night. This is not a number to be proud of.

The Home Shows (dated August 8 and 10 at Safeco Field) are about shining a spotlight on the problem and solutions to homelessness in our hometown and joining a growing list of businesses, individuals, government agencies, and foundations who are collaborating to tackle the biggest public health crisis to hit our community in recent history.

People interested in supporting this cause by learning more about the issue, volunteering, or donating can find out more information at <https://pearljam.com/thehomeshows/seattle-wa>

About Heritage Distilling Company, Inc.

Heritage Distilling Company, Inc. (HDC) is among the top premier craft distilleries in the United States, making a variety of whiskeys, vodkas, gins and rums 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 five years out of nearly 2,000 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 and was recently named "Best Flavoured Whisky in the World" by Whiskey Magazine. 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 second 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. HDC Roslyn opened in November 2017. HDC opened it's new retail distillery location in Ballard (Seattle) May 12, 2018 and will open a new distillery and tasting room in the Capitol Hill neighborhood of Seattle on July 20, 2018.

Heritage Distilling is a partner and/or official sponsor of the Seattle Mariners, Seattle Seahawks, Seattle Sounders, Evergreen Speedway, Portland Trail Blazers, Eugene Emeralds, among others. HDC 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 and "Manufacturer of the Year" from the Association of Washington Businesses in 2017.

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

###