

HERITAGE[®]

DISTILLING CO

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Heritage Distilling Co. Announces Changes for 2019 to Focus on Corporate Growth

Changes include new label designs, updated logo, custom bottles and the hiring of key executives to support growth

Gig Harbor, WA (January 2, 2019) - Heritage Distilling Company, Inc (HDC) released a collection of rebranded labels, a new corporate logo and custom bottles today as the company ramps up its interstate sales efforts and introduces its premium brand to new consumers. The logo features changes in the visual identity of the HDC brand and corresponding monogram marks. The new bottles create similar shoulder shapes between the whiskey, gin and vodka products. Each bottle is molded to have “Heritage Distilling Co.” and the phrase “Every Spirit Has A Story™” on the bottom. Since HDC’s beginning in 2012 the company has earned national and international recognition for its spirits, including the “World’s Best Flavoured Whisky” award for BSB-Brown Sugar Bourbon in 2018 at the World Whiskey Awards held in U.K.



“Our new labels, logo and branding better communicate what Heritage Distilling Company stands for today,” said Jennifer Stiefel, President of Heritage Distilling Company. “Our team worked in the latter half of 2018 to develop a solid growth strategy for 2019 and beyond. Core to this effort is how consumers perceive our brand in the market place, and that starts with our labels and bottle designs. The entirety of our brand update captures what we have learned since opening in 2012, how the market has changed and our plans to grow as a company moving forward,” Stiefel added.

HDC partnered with Mint Design, Inc., a Seattle based strategic design agency, to refine the corporate logo and rethink the entirety of the HDC family of labels. The new logo and brand are followed by a roll out of new custom bottles and updated labels for all products, including the top selling Washington-based craft spirit - *BSB-Brown Sugar Bourbon*. Other label changes include the Elk Rider line of spirits, HDC’s Naturally Flavored Vodkas and its line of Batch No. 12 products.

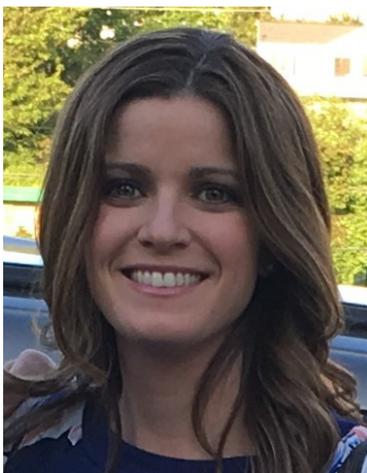
“We were thrilled when Heritage approached us about a rebranding project,” said Bryan Danknich, Creative Director for Mint Design Inc. “We were big fans of the brand already, but knew that they were sitting on a lot of untapped potential that could take them to the next level in alliance with their renewed brand strategy. We rethought how the brand is presented on the label. When combined with the creation of new white space and updated imagery the bottles now have the premium look that matches the quality of the liquid in the bottle. As one of the top craft brands in the U.S. the look and story conveyed by the new labels sets Heritage Distilling’s products even further ahead of the pack,” Danknich said.

Heritage also announced the hiring of two key executives, Michael Scoma as Chief Growth Officer and Laura Baumann as General Counsel. Scoma and Baumann bring significant experience to the Heritage Distilling Company team as the company gears up for significant growth.



Prior to joining HDC Scoma served as the western region Chief of Staff for UnitedHealth Group (www.unitedhealthgroup.com), the nation’s largest health insurance company grossing more than two hundred billion dollars annually. There he oversaw a sales and broker team of more than 1,200 people and helped achieve the three best performance years for the company’s western region. Prior to that he helped launch, grow and sell the largest bottled water brand in the US.

“Michael brings phenomenal experience in planning, growing and sustaining sales teams, with an emphasis on performance,” said Justin Stiefel, CEO of Heritage Distilling. “What struck me about Michael is his ability to lay out a plan for taking what we have built at Heritage Distilling to help grow it on a national scale unlike anything that has been done before in the craft distilling space. He shares our vision and passion.”



Laura Baumann joins the team after spending 15 years as an attorney in New York and Seattle focused on SEC matters, pre-IPO and IPO financing and corporate M&A transactions. She has worked as an attorney and partner at the Impact Law Group, Davis, Wright Tremaine, and Miller, Nash, Graham and Dunn. Most recently she served as V.P. of Legal Affairs for Blucora, a publicly traded technology firm (www.bluecora.com). In private practice Laura led the creation of the formation documents and initial rounds of funding for HDC.

“Laura has been with us from the beginning. As our growth targets started to come together I knew we needed a top-rate attorney in-house who could help us navigate the challenges of growing a small business when it comes to hiring, employment law, real estate, trademarks and most importantly, finance,” Stiefel said. “She has been as involved as any of us in creating and growing Heritage Distilling and there is no one I would rather go into negotiations with. Her combination of experience and New York grit is a formidable mix that will continue to serve us well into the future.”

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 five 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 34, HDC is the largest independent craft distillery in Washington State by dollars generated, selling more 50,000 cases per year.

Majority woman owned, HDC is adept at connecting with and contributing to the culture of craft spirits through multiple channels. HDC is partners with the Seattle Seahawks, Seattle Mariners, Portland Trail Blazers, Eugene Emeralds, Evergreen Speedway, Tacoma Dome and Angel of the Winds Event Center, among others.

For more information, please visit www.heritagedistilling.com.

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