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DISTILLING CO

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Heritage Distilling Co. Announces Rum Release in Eugene, Oregon – November 1, 2018

Rum made under the HDC Banner for the first time

EUGENE, OR. (October 26, 2018) – Heritage Distilling Company (HDC) announces November 1, 2018 as the official release date for its newest product type: Rum. Two distinct recipes under the Commander's Rum and Elk Rider Rum brands will be available at HDC Eugene's tasting room and available into national distribution.

“For the past eighteen months the Heritage Distilling Company production team has worked on developing key rum recipes that not only incorporate responsibly sourced ingredients but also feature tradition-based recipes with a twist,” stated HDC Master Distiller Dain Grimmer.

Heritage's production team worked with 5 different strains of yeast and 8 different types of molasses creating over 40 different rums trials. “Each type of molasses and strain of yeast brings a different flavor profile to the end product. Our goal was to determine which molasses was best to use for a base and further experiment with the different strains of yeast on each rum,” noted Grimmer.

The two rum products include: Commander's Rum and Elk Rider Rum. Both recipes are fermented, distilled and blended on site at the HDC Eugene distillery.

Commander's Rum is a white rum distilled from Barbados Molasses and Homestyle Molasses both sourced from GloryBee out of Eugene, Oregon. When the Founding Fathers toasted our Nation's independence their glasses were filled with rum, the preferred libation of the era. The spirit was so popular in colonial America that George Washington, our very first Commander in Chief, insisted on serving only one drink at his inauguration - Barbados style rum. Based upon a recipe older than our nation we begin with a blend of Barbados and Homestyle Molasses to craft a spirit with lush tropical fruit and floral notes with a velvety caramel finish. Commander's Rum will be available for \$25/750 ML bottle.

Elk Rider Rum is a white rum blended from multiple distillations of Homestyle Molasses. Elk Rider Rum joins vodka, gin and whiskeys under the Elk Rider series, inspired by the 19th century pioneer family of Heritage Distilling Co.'s (HDC) founders. While settling parts of Washington's Olympic National Park prior to statehood they became famous for domesticating and riding majestic coastal elk. Elk Rider Rum will be available for \$17/750 ML bottle. Additional Elk Rider Rum size variations will follow including 50ML, 1L and 1.75L.

As of November 1, HDC rum will only be available for purchase through Heritage Distilling's tasting room and retail space in Eugene, Oregon (110 Madison Street in Eugene's Whiteaker District) and for sale through the Oregon Liquor Control Commission (OLCC) and to other national distributors. HDC Rum is also currently being placed in barrels for aging and additional recipes are being developed for spiced varietals.

About Heritage Distilling Company's Eugene Facility

HDC's Eugene distillery continues the company's tradition of importing custom-engineered and hand-built Italian stills, similar to the system in place at its original Gig Harbor flagship production facility. The Eugene distillery features a custom-made combination 3,000-liter pot-still with a 14-foot 12-plate copper bubble cap reflux column for spirit stripping and finishing runs for vodka, gin, whiskey and rum. The still is capable of distilling enough whiskey or rum to fill five standard 53-gallon barrels per day. Following HDC's tradition of naming its stills, the system is called "Bisnonna", or "Great-grandmother" in Italian. The distillery also features the first of its kind continuous polishing still for craft distilling in the U.S. The continuous still stands more than 20 feet tall and features a stainless steel 32-plate bubble cap column. It is uniquely designed to gently and efficiently extract any trace amounts of remaining impurities from the spirit during its final stage in the distillation process. The system can distill more than 54 gallons of 190 proof spirits per hour continuously, the equivalent of more than 472,000 cases of 80 proof vodka per year packed as 9-liter cases. The still is affectionately named "Big John" after one of the founder's uncles who was a decorated World War II hero. The distillery also features six "micro stills", each 26 gallons, with multiple plate column configurations for small batch and experimental runs. Each of these stills is named after family members of company founders.

The distillery includes multiple 13,000 liter mash and fermentation tanks, a state of the art glycol chilling system, a unique mash knock-down heat exchanger, an internal water recycling system, and a fully automated bottling line capable of filling, labeling and capping more than 1,400 9-liter cases per shift. The distillery's operations were designed such that no harsh waste chemical products will enter the city of Eugene's sewer system. Instead, all equipment is cleaned with specialized hot water systems and minimal chemical usage. Spent grain from the end of the distillation processes are provided to local farmers.

About Heritage Distilling Company, Inc.

Heritage Distilling Company, Inc. (HDC), which opened to the public in Gig Harbor, Washington in 2012, is one of the premier craft distilleries in the U.S. The most-awarded craft distillery in North America for the past five years, HDC produces a range of small-batch whiskeys, vodkas, gins and rum. With distilleries and tasting rooms in six locations spanning two states as well as distribution in 34 states and Canada, HDC is also the largest independent craft distillery in Washington State 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. A well-defined concept and business acumen combined with bold marketing, forward-thinking strategies and keen partnerships have bolstered HDC's success and made it a sought-out brand by investors and developers throughout the country.

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

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