

REDEMPTION RYE

A TRUE EXPRESSION OF THE GRAIN



STYLE

Redemption Rye's goal is to bring back the classic American Rye cocktail. While the Federal law states that a whiskey must be 51% rye grain to be classified as a rye we chose to push our grain content to 95%. This not only pushes the flavor forward it also magnifies the unique profile of the rye grains.

TASTE PROFILE

Beautiful flavored rye spice with light floral and citrus notes. Slight mint finish makes this great for sipping or mixing in a classic cocktail. (Think Manhattan, Old Fashioned and Sazerac). True rye flavor.

TECH DATA

- Mash bill: 95% Rye, 5% Barley
- 92 Proof
- Average age of 2.5 years, aged in new charred oak barrels



91 POINTS

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WHISKEY FACTS

RYE WHISKEY: A whiskey made from a mash containing at least 51 percent rye, distilled out at a maximum of 160° proof, aged at no more than 125° proof aged in new charred oak barrels. If the whiskey is aged for less than four years, its minimum age must be stated on the bottle. No coloring or flavoring may be added to any straight whiskey.

BOURBON: A whiskey made from a mash containing at least 51 percent corn, distilled out at a maximum of 160° proof, aged at no more than 125° proof in new charred oak barrels. If

the whiskey is aged for less than four years, its minimum age must be stated on the bottle. No coloring or flavoring may be added to any straight whiskey.

SINGLE BARREL WHISKEY: Whiskey drawn from one barrel that has not been mingled with any other whiskeys.

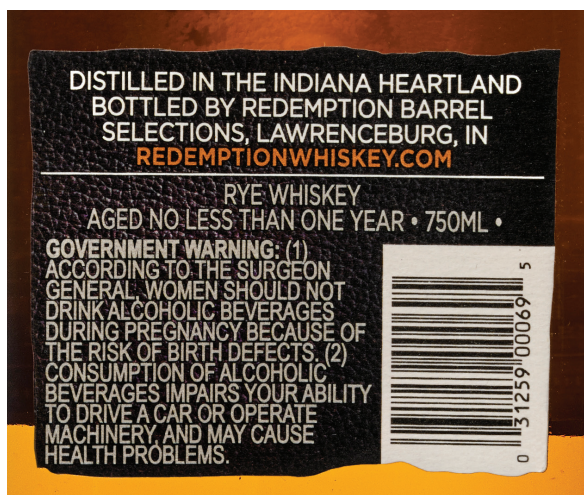
BARREL PROOF: Whiskey bottled at the desired proof while aging in the barrel. No water is added before bottling, so these whiskeys are higher proof than others.

OUR LABEL HELPS US SPREAD THE GOSPEL OF REDEMPTION



FRONT

- Redemption name chosen because we felt the category was on its way to a well deserved resurgence and we wanted to be part of that
- High proof chosen to deliver the balance of taste and smoothness
- Mashbill to emphasize the rye content for those who are interested both experienced or not
- Batch number to reinforce some of the art that goes into producing Redemption



BACK

- Where it's distilled to be transparent about buying whiskey from MGP the Old Seagram's distillery
- Where it's bottled to build on the story of crafting the whiskey to perfection
- Age statement to be transparent about the minimum age of the whiskey which is 1 year, while the blend on average is 2 - 2.5 years.