



*A Celebration of  
American Distilling*

**SATURDAY 2-18-17**

**EDGEWATER HOTEL**  
1001 WISCONSIN PLACE | MADISON, WI



# ARTISAN SPIRITS

FINE WINE

CRAFT BEER

Quality, Value, Selection  
with a personal touch

1209 WILLIAMSON ST.

608.255.8041 | STARLIQUOR.COM

# DISTILL AMERICA

**W**ELCOME TO THE 9TH ANNUAL DISTILL AMERICA: A CELEBRATION OF AMERICAN DISTILLING. THIS EVENT HIGHLIGHTS BOTH THE GREAT LEGENDS AND NEW UPSTARTS OF DISTILLING IN THE UNITED STATES.

IT ALSO HIGHLIGHTS WHAT AN EXCITING TIME THIS IS IN THE WORLD OF SPIRIT MAKING.

THIS EVENT HAS GROWN EACH YEAR SINCE ITS INCEPTION, JUST LIKE THE INDUSTRY ITSELF AND IT SHOWS NO SIGN OF SLOWING. SO EXPLORE, TASTE ANYTHING THAT INTERESTS YOU, AND ENJOY YOURSELVES. ASK QUESTIONS OF THE PEOPLE WHO HAVE BROUGHT THEIR FINE PRODUCTS TO MADISON FOR US ALL TO ENJOY.

OUR CHARITY TONIGHT IS THE WISCONSIN DISTILLERS ASSOCIATION. IN 2011 SEVERAL OF WISCONSIN'S DISTILLERS FORMED THIS ASSOCIATION TO PROMOTE WISCONSIN MADE SPIRITS. RELATED ISSUES THEY ALSO PROMOTE INCLUDE; WISCONSIN AGRICULTURE, TOURISM, SMALL BATCH DISTILLING AND THE SAFE ENJOYMENT OF ALCOHOLIC BEVERAGES.

WE BELIEVE IN THEM AND THEY IN US. WE ARE A PARTNERSHIP DESIGNED TO MAKE A DIFFERENCE.

FINALLY PLEASE ENJOY YOURSELF RESPONSIBLY TONIGHT. REMEMBER THIS IS A NON-DRIVING EVENT. UNION CAB WILL HAVE A DISPATCH STAND IN THE LOBBY ONCE AGAIN AND WE ENCOURAGE YOU TO USE IT. YOUR WRISTBAND WILL GET YOU A DISCOUNT ON YOUR RIDE HOME.

MOST OF ALL, HAVE FUN. ENJOY YOURSELF WITH GOOD FRIENDS, GOOD FOOD, AND GOOD SPIRITS. WE HOPE TO SEE YOU AGAIN NEXT YEAR ON FEBRUARY 17, 2018, WHEN WE CELEBRATE DISTILL AMERICA 10.

**ADAM, FRED, JAQUIE, JOSEPH,  
KEVIN, MICHAEL, SCOTT**  
— THE MADISON MALT SOCIETY —



**NEW**

# SEMINARS

**LIMIT 40 PEOPLE,  
FIRST COME, FIRST SERVED.**

**EXCLUSIVE COCKTAILS AND SPIRITS**

LOCATED IN THE MENDOTA BALLROOM BELOW THE GRAND  
BALLROOM. ACCESS VIA THE STAIRS OR ELEVATOR.

## COMPARING THE GRAINS

**(6:15-7:00 P.M.)**

**DOUG KRAGEL**

MASTER OF WHISKEY  
NATIONAL WHISKEY AMBASSADOR DIAGEO

**JOE HENRY**

OWNER OF J. HENRY & SONS

**DAVID ALLARDICE**

GLENFIDDICH BRAND AMBASSADOR  
WILLIAM GRANT & SONS

JOIN US FOR the first ever tasting panel hosted by Distill America. Our special guest speakers will take you on a sensorial journey as we discuss the differences in wheated, high rye, and malted whiskies. Special attention will be paid to mash bills as they enter the barrel. Our panel of masters then lead you through the magic of another grain, the grain of the wood. Learn the many functions of finishing styles and how they take the whiskey we love to a whole new level.

TASTING WILL OCCUR THRUOUT THE SESSION.

## HOME BAR 101

BROUGHT TO YOU BY MADISON COCKTAIL WEEK

**(7:15- 8:00 P.M.)**

SPEND TIME WITH two of our mixologists learning how you can produce the amazing cocktails you find around town. You'll walk away with the knowledge of everything you will need to make cocktails, a shopping list for your bar, recipes of the drinks you sample, and a new confidence when hosting your parties. COCKTAILS WILL BE SERVED TO ATTENDEES.

**HASTINGS CAMERON**

BEVERAGE DIRECTOR AT GIB'S

**&**

**TOM DUFEK**

DIRECTOR OF BEVERAGE AND  
OPERATIONS AT LUCILLE

# MAKE SURE TO SAY HELLO TO OUR GUEST MIXOLOGISTS

**O**NCE AGAIN AS a highlight of Distill America, we will have our special guest cocktail masters roaming the ballroom with their carts loaded down with all the tools of their trade. If you're lucky enough to be in the right place at the right time, you can sample one of their freelance creations.

**THOR MESSER** joined Merchant as Bar Manager in August 2014. Thor came to Merchant from Milwaukee where he had been serving as Bar Manager for Harbor House, a high volume 300-seat restaurant run by the The Bartolotta Restaurants Group. While working at Harbor House, Thor tended bar at Blue Jacket focusing on high quality craft cocktails. He has previous experience leading / contributing to menu development at The Rumpus Room and is the president of the WI U.S. Bartenders Guild, a certified Cicerone Beer Server. Thor also brings years of "working nearly every position in the front of the house" prior to becoming a leading bartender. With his skill, maturity and passion, Thor is committed to maintaining Merchant's positioning as Madison's quintessential nightlife destination promoting not only technical excellence, but humility, fun and approach-ability.



## 44° NORTH VODKA

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

### MOLLY BATTIST

BRAND AMBASSADOR

RIGBY, IDAHO

[WWW.44NORTHVODKA.COM](http://WWW.44NORTHVODKA.COM)

IN 2004, 44° North Vodka began with a simple objective: to achieve a smooth and distinctive taste by distilling directly from 100% Idaho-grown potatoes or Brundage Winter Wheat blended with Rocky Mountain Spring Water. To flavor the vodka, 44° North uses only all natural Mountain Huckleberries and Rainier Cherries. 44° North's Magic Valley Wheat unflavored vodka is made with grain, which is raised in the heart of Idaho's Magic Valley growing region.

Let the other producers re-distill industrial produced product, artificially flavor neutral grain spirits, over-distill, and chemically treat their vodka. We'll stick to using real Idaho-grown ingredients without all the smoke and mirrors.

Idaho Potatoes and Brundage Winter Wheat along with Rocky Mountain spring water produce a smoother vodka without the bitterness. 44° North Vodka accomplishes this with a five-column, multi-plate, distillation process that elevates the proof of the alcohol being distilled as it strips out virtually all impurities.

NEUTRAL? There is no such thing as Neutral. This is why you should never buy vodka made from industrially sourced neutral grain spirits. That's the big-box-discount-store version of vodka. Many well known vodka brands are made from factory-made neutral grain spirits that are over-distilled, treated, repackaged, artificially flavored, and even colored. Don't compromise. Drink vodkas that are produced and bottled at their source. And, what can be better than vodka made from Idaho's earth and sky?

Keeping it local is how we keep it real. 44° North Vodka is not only made in Idaho, but also represents the very best of what Idaho agriculture has to offer. Maybe this is why 44° North Vodka is recognized as a genuine, high-quality Idaho product by Buy Idaho, The Idaho Potato Commission and Idaho Preferred. We're honored and committed to do our part to support the Idaho economy.

Notes:

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## TABLE 49

# 45TH PARALLEL

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

**PAUL WERNI**  
FOUNDER/DISTILLER



1570 MADISON AVE.  
NEW RICHMOND, WI 54017  
45THPARALLELDISTILLERY.COM

DISTILLING SINCE 2007, we use grain from a single family farm minutes from the distillery for our 45th Parallel Vodka, Border Bourbon and New Richmond Rye Whiskeys. Our Madison Avenue Limoncello and Orangecello are made with pallets of fresh organic citrus that is hand processed for each batch. Using quality ingredients and following traditional distilling, aging, and infusing techniques creates the finest spirits for you to enjoy.

Through patience and hard work we have developed our small batch methods of production for all of the spirits we create. These painstaking processes are necessary to provide the highest quality offerings to our customers. Visitors to our distillery can see, smell, and feel the level of commitment we have in our production. Our whiskey racks hold some of the oldest whiskey distilled in Wisconsin, covered in grain dust. From the patina of our well used still to the dents in our ferment tanks, every inch of 45th Parallel Distillery tells the story of our spirits.

Notes:

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## TABLE 16

# AEPPELTREOW

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

**CHARLES MCGONEGAL**  
FOUNDER/DISTILLER



1072 288TH AVENUE  
BURLINGTON, WI 53105  
WWW.AEPPELTREOW.COM/

AEPPELTREOW WINERY WAS started in 2001 with the mission of craft- ing locally grown heirloom apples into elegant 'hard' ciders. In 2009, we added distilling to our portfolio, and once again we bring our grow it-make it-drink it aesthetic to our efforts, whether it's our own antique apples, grapes from the Driftless Area; Wisconsin White Oak barrels; or Sorghum from Elkhart Lake. We aren't afraid to source it close to home and take the time to show you local flavor.

Notes:

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## ALLTECH DISTILLERY

KENTUCKY LEGEND DISTILLER

- SPECIAL GUEST -

**JEREMY REMONDINI**

TERRITORY MANAGER WISCONSIN/IOWA

&

**MARK COFFMAN**

MASTER DISTILLER

401 CROSS STREET

LEXINGTON, KY 40508

WWW.KENTUCKYALE.COM

IN THE HEART of Lexington, Kentucky, is Alltech Lexington Brewing & Distilling Co., a unique stop on the world-famous Kentucky Bourbon Trail® experience and one of only a handful of joint brewing and distilling operations in the world.

The site is home to Town Branch Distillery and our brewery, which produces the Kentucky Ale® family of beers. It is the oldest craft brewery in Lexington. Alltech founder and president Dr. Pearse Lyons, Alltech's founder and president, acquired the 200-year-old Lexington Brewing Company in 1999 and resurrected the Lexington brewing and distilling tradition that dates back to 1794.

**Town Branch.** Aged in new, charred white oak barrels, Town Branch® Bourbon is infused with a golden amber color, which is an inviting introduction to this masterfully crafted bourbon. Pleasant woody and oaky aromas lead into caramel, brown sugar, and hints of cherry. The complex flavors are smooth and sweet with a gentle warming leading to a long finish. 80 Proof. Mash Bill: 72% Corn, 15% Malt, 13% Rye

**Pearse Lyons Reserve.** Distilled in dual copper pot stills from Scotland, Pearse Lyons Reserve® is the first malt whiskey produced in Kentucky since 1919 and offers notes of molasses and brown sugar with a touch of nutmeg and vanilla. The taste is smooth and spicy, then fades to reveal tart notes of lemon crème and molasses. 80 Proof. Mash Bill: 100 Malt

**Town Branch Rye.** As the original spirit in a Whiskey Sour or an Old Fashioned and the most popular whiskey until Prohibition, rye whiskey is still chosen by the most discerning spirits connoisseurs for its spicy, robust flavor. Enjoy the spicy floral aroma, then the light notes of vanilla and oak, finishing with a peppery, warm dry finish. 100 proof. Mash Bill: 55% Rye, 30% Corn, 15% Malt

Notes:

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## TABLE 18

# BEARCAT BOURBON

AMERICAN CRAFT DISTILLER



- SPECIAL GUEST -

## MARK SZUMOWSKI OWNER/CEO

[WWW.BEARCATBOURBON.COM/](http://WWW.BEARCATBOURBON.COM/)

BEARCAT BOURBON IS a startup bourbon company pioneering a new category of spirits: Ultra-Premium Infused Bourbon. There are two varieties of Bearcat Bourbon - Orange Peel & Spice, and Espresso & Aromatic Bitters - and both strike the perfect balance between a straight & a flavored bourbon. Bearcat Bourbon is 80-proof, with just a hint of infusion that compliments the bourbon in a way that resonates with seasoned whiskey drinkers and novices alike.

Bearcat Bourbon's brand story highlights the little-known history of women and whiskey. "Bearcat" is a 1920's slang term for a fiery-spirited woman, and Bearcat Bourbon was named in honor of the countless female distillers, bootleggers & industry innovators throughout history whose unsung contributions were indispensable to the story of American Bourbon Whiskey.

Notes:

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## TABLE 18

# BIG GIN

AMERICAN CRAFT DISTILLER

1518 NW 52ND ST

SEATTLE, WA 98107

[WWW.CAPTIVESPIRITSDISTILLING.COM](http://WWW.CAPTIVESPIRITSDISTILLING.COM)

WELCOME TO CAPTIVE Spirits Distilling, where we make Big Gin & Bourbon Barreled Big Gin in the Ballard neighborhood of Seattle, Washington.

Family run & independently owned, we are exclusively a gin company, focused on making only gin & making it well. Yes, we like the taste of juniper. Yes, we love gin.

Knock on our door if you're in the neighborhood, or walk back into our side-alley, where you'll commonly find us distilling with the garage doors open.

Notes:

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## TABLE 33

### **BITTERCUBE**

WISCONSIN CRAFT BITTERS

- SPECIAL GUESTS -

**IRA KOPLOWITZ**

FOUNDER

**TOBY CERQUA**

DESIGN DIRECTOR

2018 S 1ST STREET  
MILWAUKEE, WI  
WWW.BITTERCUBE.COM

BITTERCUBE WAS FOUNDED by Nicholas Kosevich and Ira Koplowitz in 2009. Bittercube was one of the first craft bitters companies in the United States since prohibition with widespread distribution, now selling in more than 30 states. Bittercube still creates their slow-crafted bitters by hand with natural ingredients. Bittercube has been featured in Martha Stewart's Everyday Food, Playboy, Imbibe Magazine, New York Times, Bloomberg BusinessWeek, and NPR, amongst other publications.

## TABLE 55

### **BLAUM BROS. DISTILLING Co.**

AMERICAN CRAFT DISTILLER

-SPECIAL GUESTS-

**MIKE BLAUM**

**&**

**MATTHEW BLAUM**

OWNERS/DISTILLERS

9380 W US HIGHWAY 20  
GALENA, IL 61036  
WWW.BLAUMBROS.COM  
WWW.GALENADISTILLERY.COM

The Blaum Bros. hail from Galena, IL, just 90 minutes from where you are standing right now. We make Malt Whiskey, Rye Whiskey, Bourbon Whiskey, Gin, Moonshine and Vodka from local grains, in our 10,000 sq. ft. distillery, which also happens to be the former Mormon Church of Galena. We use only the finest ingredients....blah, blah, blah. You've heard all this before.

Blaum Bros Vodka | Blaum Bros Gin | Blaum Bros Hellfyre Vodka | Leadmine Moonshine

## TABLE 1

# BRECKENRIDGE DISTILLING

AMERICAN CRAFT DISTILLER

-SPECIAL GUEST-

## MADISON NELSON & ASHLEY VOIGHT BRAND AMBASSADORS

(970) 547-9759  
1925 AIRPORT RD  
BRECKENRIDGE, CO 80424

OUR 4,000 SQUARE foot facility is located in the ski town of Breckenridge, CO. We offer complimentary drop in tours and a retail shop six days per week. Come watch us mash, ferment, and distill our internationally renowned products daily. We utilize traditional open-top Scottish style fermenters and distill in a 700 Gallon Vendome custom copper combination pot still.

## TABLE 50

# BROWN-FORMAN DISTILLING

KENTUCKY LEGEND DISTILLER  
- SPECIAL GUESTS -



## JOE SODA & DERYCK BEYER GENERAL BEVERAGE SALES SUPERVISORS

850 DIXIE HIGHWAY  
LOUISVILLE, KY 40210  
WWW.BROWN-FORMAN.COM

IN 1870, OUR founder and ancestor, George Garvin Brown, sealed his whisky in a glass bottle, and his name in history as the first to do so. Now, Old Forester remains the only bourbon continuously distilled and marketed by the same company before, during and after Prohibition. Delivering a genuine bourbon experience with rich, full flavor and a smooth character, Old Forester is ideal for sipping neat, on the rocks, with a splash of water or in a classic cocktail.

Brown-Forman employs 4,440 people worldwide with about 1,300 located in Louisville. Brown-Forman, one of the largest American owned spirits and wine companies and among the top 10 largest global spirits companies, sells its brands in more than 135 countries and has offices in cities across the globe. In all, Brown-Forman has more than 35 brands in its portfolio of wines and spirits.

## TABLE 62



# BUFFALO TRACE

KENTUCKY LEGEND

- SPECIAL GUEST -

**TOM BLANCHARD JR.**

STATE MANAGER

1001 WILKINSON BOULEVARD  
FRANKLIN COUNTY, KY 40601  
BUFFALOTRACE.COM

SINCE 1870 IT has been known by several names, including most notably, the George T. Stagg Distillery and the O.F.C. Distillery. Its namesake bourbon brand, Buffalo Trace Kentucky Straight Bourbon whiskey, was introduced in August 1999. The Buffalo Trace Distillery stands as the oldest distilling site in the United States. Located on what the company claims was once an ancient buffalo crossing on the banks of the Kentucky River in Franklin County, the distillery is named after the American bison that created paths followed by America's early pioneers.

The Sazerac Company, a New Orleans, Louisiana-based producer and importer purchased the distillery in 1992 and is now the parent company of Buffalo Trace Distillery. The Buffalo Trace Distillery is home to the world's smallest bonded storage warehouse, Warehouse V. This warehouse only stores a single barrel of whiskey at a time.

## TABLE 58



# BULLEIT BOURBON

KENTUCKY LEGEND DISTILLER

- SPECIAL GUESTS -

**DOUG KRAGEL**

AMERICAN WHISKEY AMBASSADOR

WWW.BULLEITBOURBON.COM

THE LEGEND BEGINS in New Orleans, where the Bulleit family emigrated from France in the 1700's. Around 1830, Augustus Bulleit moved from New Orleans to Louisville, KY., taking with him his talent for brandy making. As a tavern keeper in Louisville, he began producing small batches of bourbon. Relentless in his pursuit of perfection, he experimented with different recipes. When he found one that consistently met his expectations, the inspiration for Bulleit Bourbon was born. In 1860, while transporting barrels of whiskey from Kentucky back to his hometown of New Orleans, Augustus Bulleit died. With him, it appeared, died the making of his legendary bourbon.

As decades passed, the Bulleit family never lost its passion for telling the story of Augustus Bulleit, nor the desire to resurrect his signature creation. After more than a century, the family returned at last to bourbon making. In 1987, Tom Bulleit fulfilled a lifelong dream by reviving his family's ancestral distilling enterprise using the original recipe of his great-great-grandfather.

## TABLE 63

# CENTRAL STANDARD CRAFT DISTILLERY

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

**PAT MCQUILLAN**

**EVAN HUGHES**

**BRANDT FOSTER**

CO-FOUNDERS

**BRIAN “BLAZE” BLAZEL**

HEAD DISTILLER

613 SOUTH 2ND STREET

MILWAUKEE, WI 53204 (NEXT TO MILWAUKEE BREWING CO.)

[WWW.THECENTRALSTANDARD.COM](http://WWW.THECENTRALSTANDARD.COM)

**CENTRAL STANDARD CRAFT Distillery** is a small batch distillery in the Walker's Point neighborhood of Milwaukee, WI. In a city notorious for its beer production, Central Standard aims to rekindle one of Milwaukee's earliest crafts, distilling. The Distillery was founded in 2012 and currently has a line-up of 3 clear products; a Rye Vodka, a Wheat Gin, and a unique Oat White Whiskey. Later this summer, Central Standard will release its first Bourbon Whiskey. In 2016, the Distillery will release its first Straight Bourbon and a take on George Washington's Original Rye. Please enjoy our spirits; proudly hand-crafted with locally sourced grains and world-class fresh water in Milwaukee, WI, USA.

**VODKA:** Our vodka is distilled from 100% Rye grain. Rye is known for its spiciness and fruitiness, synonymous with superior quality and flavor in Poland and Russia. Our meticulous low reflux distillation process brings out truly artisan craft flavor and quality, highlighting the uniqueness of this grain. The result is a smooth and drinkable vodka based on hard work and attention to detail of the highest standard, The Central Standard.

**GIN:** Our Gin is distilled from a white wheat malt base which builds a body of sweetness to the spirit. Furthermore, we add 6 botanicals to the base through the distillation process. These ingredients lend a bright and floral taste with a light touch of juniper. The ingredients are handpicked and the dimensions are delicately determined to create the perfect artisan crafted gin of the highest standard, The Central Standard.

**WHITE WHISKEY:** We have a rare take on this infamous Whiskey style. Our mash is a grain bill consisting primarily of Oat, which provides a unique light and pleasant flavor. While not aged like its bourbon style brethren, this White Whiskey experiences short aging in an unused and uncharred oak barrel. The result is a clear oat whiskey featuring rich flavor with hearty notes of grain, creating a truly individual and artisan spirit of the highest standard, The Central Standard.

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## TABLE 26

# CHARRED OAK WHISKEY



AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

**ROBERT KENNEDY**

RJR SPIRITS, LLC  
2500 DALLAS HWY SW  
SUITE 202-133  
MARIETTA, GA 30064

CHARRED OAK BOURBON, 100 Proof, Small Batch. Filled One Bottle at a Time. All Natural Product, No Artificial Coloring

COLOR: Deep Autumn Amber

AROMA: Great nose with cherry overtones

TASTE: Initial flavors of earth and charred oak

FINISH: Slightly sweet vanilla finish

Awards: 2012 Spirits International Prestige (SIP) Awards; GOLD in Small Batch Bourbon 10 Years & Younger | 2013 International Whisky Competition Award: GOLD | 2013 New York World Wine & Spirits Competition Award: Double Gold

Notes:

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## TABLE 37



# CHATHAM BRANDS

AMERICAN CRAFT DISTILLER

[WWW.CHATHAMIMPORTS.COM](http://WWW.CHATHAMIMPORTS.COM)

BRAND INCLUDE: Baojing | Crop Organic | Faretti | Farmer's Organic | Finian's | Marti | Michter's | Primi Frutti | Sambuca di Trevi

Notes:

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## TABLE 47

# CIDER HOUSE OF WISCONSIN

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

**BARB & JIM LINDEMANN**  
DISTILLERS & OWNERS

4259 MAHONEY RD.  
MCFARLAND, WI 53558  
WWW.CIDERWIS.COM

HELLO! WE'RE BARB and Jim Lindemann. We are both native Wisconsinites and have lived on Mahoney Road, southwest of McFarland, for twenty-three years.

We were married 31 May 1969. Our three children: Kathryn is in Thornton, CO, Bernadette is in York, PA, and Peter is in Hopkins, MN. Both of us have invested a significant part of our lives in schools, as instructors and in administration.

Grandma had an ancient apple tree that was much better for climbing than edible fruit. Perhaps that's where the spark was struck. Our orchard isn't large by any Wisconsin standard, or certainly compared with the thousand acre giants in Washington.

We began to plant our orchard during the first summer we were here. Planting has been sporadic since then, with a current total of slightly more than two hundred trees on two acres. Virtually all of our trees are antique cider cultivars. Although some define antique as older than us, a more refined definition refers to cultivars which can be traced back over a hundred years.

We grow a lot of apples, but we don't sell many. We'll happily prepare a special order here or there, but we focus on our our liquid products: juice, real cider (6% ABV), and brandy, to make them the best around. Our certified organic apple juice goes to several select area stores who believe that local produce builds bonds between those of us who grow and those of us who eat and drink. Besides the orchard, we have a small farm and operate a CSA, specializing in fresh, organic produce and honey.

Notes:

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## TABLE 73

# CLEAR CREEK

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

## JEANINE RACHT

NATIONAL SALES MANAGER

10220 SW GREENBURG RD.

3 LINCOLN, SUITE 125

PORTLAND, OR 97223

CLEARCREEKDISTILLERY.COM/

JEANINE RACHT HAS been a highly knowledgeable and motivated Spirits Educator and National Sales Manager at Clear Creek Distillery since 2006. An expert in the production and application of spirits in a modern world she still has a firm belief that the history and tradition of these spirits are still relevant. Founded in 1985 and headquartered in Portland, Oregon, Clear Creek Distillery is the second oldest craft distillery in the country. Known for unique spirits such as eaux de vie, wine brandy and grappa, Clear Creek combines European traditional brandy-making techniques with the finest fruit from Pacific Northwest orchards. The spirits are produced in traditional European pot stills with techniques learned in Alsace and Switzerland. The distinctive essence of fruit comes through as a result of careful fermentation and distillation of perfectly ripe fruit. Clear Creek's spirits are internationally recognized and have won numerous awards, garnering them a spot among the world's finest.

Pear brandy | Apple Brandy | American Pot Still

McCarthy's | Douglas Fir | Cranberry Liqueur

Notes:

## TABLE 29



# CLYDE MAY'S

-SPECIAL GUEST-

## ERIC MARTIN & BROOKE LUEBKE

BRAND AMBASSADORS

WWW.MAYSWHISKEY.COM/

OVER 70 YEARS ago, in an illegal still tucked away in the Conecuh Ridge in Alabama, Clyde May created his first batch of craft whiskey. It's our unique blend. Clyde added oven-dried apples to his barrels. The resulting hints of green apple and cinnamon not only made it smoother than other whiskeys— This unique blend is what makes Clyde May's® Alabama Style™ Whiskey so special.

Notes:



## TABLE 41

# COPPER & KINGS

AMERICAN CRAFT DISTILLER

-SPECIAL GUEST-

**JAMES ZELLMER**  
REGIONAL SALES MANAGER- WI/MI

BUTCHERTOWN, LOUISVILLE, KENTUCKY  
[WWW.COPPERANDKINGS.COM](http://WWW.COPPERANDKINGS.COM)

PURE COPPER POT-DISTILLED American Brandy, aged in Bourbon barrels, matured with rock 'n roll.

We make definitive American Brandy influenced by American Whiskey and American music. We do not make derivative brandy styled upon a European sensibility.

Non-chill filtered. Unadulterated by boisé, added flavors, sugar or caramel color. Undiluted through maturation. Full integrity intact.

Our flavor profile is feisty, rambunctious, with a long smooth, superb quality, brandy finish.

We distill both apple and grape brandy, as well as grape brandy based Absinthes.

The Kentucky Bourbon barrel is our primary maturation vessel, with support from New American Oak barrels, Sherry casks, Kentucky hogsheads, and a host of other novel wood barrels for complex limited release brandy.

Notes:

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## TABLE 24

# CRAFT + ESTATE

AMERICAN CRAFT DISTILLER

[WWW.THEWINEBOWGROUP.COM/  
OUR-COMPANIES/CRAFT-ESTATE/](http://WWW.THEWINEBOWGROUP.COM/OUR-COMPANIES/CRAFT-ESTATE/)

Notes:

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# TABLE 15



## DEATH'S DOOR

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

**TYLER PETERS**  
NATIONAL SALES MANAGER

2220 EAGLE DR.  
MIDDLETON, WI 53562  
WWW.DEATHSDOORSPIRITS.COM

WASHINGTON ISLAND, WISCONSIN is the heart and soul of everything produced by Death's Door Spirits. This 22 square mile island hosts 700 year-round residents and has a school, a rec center, a medical clinic, a downtown strip with bars and a grocery, churches, a bank and a gas station. What Washington Island also has is miles of beautiful uninterrupted shoreline, protected coves and inlets, and acres upon acres of open land with rolling hills and hardwood stands. Washington Island was once known for its potato farming.

Washington Island "spuds" made their way around the world for their quality and flavor. However, in the early 1970's, vertical integration in the potato industry left Washington Island without contracts to grow its crops. Without customers, island farmers stopped planting and instead switched to other jobs that were either more tourism-based, or moved off the island to find a livelihood elsewhere.

Fast forward to 2005, a small group of like-minded people began exploring reinvigorating farming on Washington Island. Armed with enough seed to plant 5 acres and enough know-how to get it done - brothers Tom and Ken Koyen began growing wheat on the island. What started as wheat to use as flour at the Washington Island Hotel has grown into a select specialty grain for use in Capital Brewery's Island Wheat Ale and all of Death's Door Spirits products.

What started as an experiment to see if agriculture could be restored, promoted and conserved on Washington Island, Wisconsin, has blossomed into a full-fledged business with the construction of the Company's new state-of-the art distillery in Middleton, Wisconsin. Completed on June 4th, 2012 grand opening, the facility is the largest craft distillery in Wisconsin and one of the largest in the region with an annual capacity in excess of 250,000 cases of finished product. Our intent is to produce enough product to meet our current and future demands while insuring that our products continue to have the same superior quality and consistency.

Notes:

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## TABLE 42

### DEEP EDDY

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

### TATE TROELSTRUP REGIONAL MANAGER IL/WI/MN

DEEP EDDY VODKA Distillery is a distillery located in southwest Austin, Texas that currently manufactures vodka products made of south Texas corn using continuous distillation in a column still. Deep Eddy Vodka is named after the historic landmark Deep Eddy Pool in Austin which is the oldest spring fed swimming pool in Texas.

Our spirits include Deep Eddy 80 Proof Vodka | Grapefruit | Sweet Tea | Cranberry | Orange

Notes:

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## TABLE 4

### DOOR COUNTY DISTILLERY

WISCONSIN CRAFT DISTILLER

5806 HIGHWAY 42

CARLSVILLE, WI 54235

WWW.DOORCOUNTYDISTILLERY.COM

WE USE AN artisanal copper pot still, perfect for capturing the clean essence of Door County, Wisconsin flavors. It starts with a single source ground water containing natural limestone and mineral notes from the Door Peninsula. This genuine water is then pampered by technology, filtered and prepared for the still. The still, located in Door County, produces ALL the products that bear our name. This small pot creates custom runs watched carefully by our on-site distiller. As the still operates, the steel metal jacket warms the pot and transforms our grain (wheat) mash into steam. The steam becomes infused with the Distiller's unique recipes of different combinations of botanicals; cherries, herbs or other combinations of fruit. It condenses in a beautiful copper column, and is gently released as a pure, clean alcohol. These recipes, along with the natural, inherent sensory skill in capturing the heart of the run, make Door County Distillery spirits. Door County Distillery does such an exceptional job at capturing this small batch run that these classic spirits are distilled 3 to 5 times. You can taste this difference in the smooth finish.

Our brandys and whiskeys are likewise small batch, generously flavored by Door County natural ingredients like Door Peninsula cherries (and our own Shipwrecked beer) and carefully blended to achieve ultimate smoothness, tone and character.

Notes:

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## TABLE 21

# DRIFTLESS GLEN

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

**ABBY SMITH  
CARL PIERCE**

300 WATER ST. BARABOO, WI  
WWW.DRIFTLESSGLEN.COM

DRIFTLESS GLEN DISTILLERY is a craft distillery located in Baraboo, Wisconsin along the Baraboo River. High quality water is abundant with deep aquifers resting hundreds of feet below the surface. The soil has a strong concentration of sand, that acts as an added filtering component to our water source. The local natural resources provide not only a majestic setting but also all the elements to be successful in creating world-class spirits locally.

Driftless Glen produces a full range of spirits including Gin (4 types), Vodka, a "Moonshine," Rye Whiskey and Bourbon. Over 2,000 barrels of Rye Whiskey and Bourbon were laid down in 2015, with Straight Bourbon and Rye Whiskey being available in mid-2017. Taste the American Spirit.

**Young Rye**

**Young Bourbon**

**Double Cask Gin**

**WisconGin**

**5 Year Reserve Brandy**

Notes:

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## GET SOCIAL!



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## GET FAMOUS!

## TABLE 72

# FAR NORTH SPIRITS

AMERICAN CRAFT DISTILLER



- SPECIAL GUEST -

## CHERI REESE CO-FOUNDER & OWNER

2045 220TH AVE  
HALLOCK MN 56728  
WWW./FARNORTHSPIRITS.COM

MINNESOTA'S FAR NORTH Spirits is one of a handful of authentic field-to-glass, estate producers of craft-distilled spirits using grains grown by the distiller himself. It was conceived of, built and is wholly operated by husband and wife team, Michael Swanson and Cheri Reese. In addition to growing non-GMO rye and heirloom corn, Swanson does all milling, mashing, fermenting, distilling, aging and bottling on site.

Far North is set on 1,500 acres of jet-black soil in Skane Township, Minnesota near the Canadian border, making it the northernmost distillery in the continuous U.S. The distiller's Great Grandpa Gustaf immigrated from Sweden in 1917 and the land has been continuously farmed by Swansons ever since.

These are heritage spirits in every sense of the word - the ingredients, the land, the family - we aim to capture that heritage in every bottle.

**Solveig Gin.** Estate Farmed Rye Gin; light, citrus-forward... a spirit reminiscent of an early summer rain.

**Gustaf Navy Strength Gin.** Estate Farmed Rye Gin; juniper-forward, bold, bracing with a kick.

**Ålander Spiced Rum.** Small batch demerara rum, infused by hand with whole bean spices; luscious, yet composed.

**Syvä Vodka.** Single Estate Rye Vodka; Satiny smooth, amply rich and generously sweet.

**Roknar Minnesota Rye Whiskey.** Single Estate Rye Whiskey; Refined and robust, with warming notes of cinnamon and oak; finished in cognac casks.

Notes:

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## TABLE 64

# FEW SPIRITS

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

## KATHERINE LOFTUS

DISTILLERY MANAGER

918 CHICAGO AVE,  
EVANSTON, IL 60202  
WWW.FEWSPIRITS.COM

FEW SPIRITS IS a grain to glass distillery in Evanston IL. Master Distiller Paul Hletko handcrafts bourbon, rye, gin, and whiskey using midwestern grains for a unique craft spirit. Few Spirits (FewSpirits.com) started distilling in June 2011, and began distribution in the Chicago area in August 2011. Since then, Few Spirits can be found at the finest establishments across Chicago, from Longman & Eagle to mk. As a grain to glass distillery, Few does not use any neutral grain spirits, preferring to mash and ferment their spirit in house. By focusing our efforts on producing our alcohol in house, we control the quality of the spirit and it allows us to create our hand crafted spirits in ways that other distilleries simply cannot. Few makes every effort to make sure you can taste where the alcohol comes from - Midwestern grain, from Wisconsin, Illinois, and Indiana.

Few brings its American Gin, White Whiskey, and, if you ask nicely, perhaps a quick taste of rye or bourbon which is extremely limited in distribution. Few American Gin is a whiskey drinker's gin and can even be served neat, as it is inspired by the dutch genever gins. Few White Whiskey has a complexity beyond most unaged whiskies, owing to its 3 grain mashbill, and double distillation to attain a soft, floral whiskey flavor. On the other hand, Few Bourbon and Few Rye are deep, thick, rich whiskey - when you can find them.

Notes:

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## TABLE 46

# FOUR ROSES

KENTUCKY CRAFT DISTILLER



- SPECIAL GUEST -

## BOB EDELSTEIN REGIONAL MANAGER

1224 BONDS MILL ROAD  
LAWRENCEBURG, KY 40342  
WWW.FOURROSESBOURBON.COM

ONLY FOUR ROSES handcrafts 10 distinct and extraordinary Bourbon recipes, then mingles them by hand to create our family of award-winning brands. Artistry such as this is how we survived Prohibition, The Great Depression, Two World Wars, and 40 years of exile from the US, only to be named American Whisky Distiller of the Year for 2011, 2012, 2013, and 2015 – four times in the last five years - by Whisky Magazine. Handcrafting this way may be a bit more time consuming, but one sip, and you'll no doubt agree, it's worth the extra effort.

One trip to our historic Distillery on the scenic Salt River in Lawrenceburg, or to our unique single-story rack Warehouse and Bottling Facility nestled in the quiet Kentucky countryside at Cox's Creek, and you'll begin to understand how our Bourbon has come to be so mellow. Of course, being able to sample a taste of our award-winning Bourbons at each location makes a trip to these very mellow places all that more rewarding.

Our award-winning brand has withstood the test of time and is a true testament to the care and craftsmanship that goes into every bottle of Four Roses Bourbon. From our founder, Paul Jones Jr., to our Master Distiller Brent Elliott, we have a long history of expertise and dedication that is evident in every mellow sip.

Notes:

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## TABLE 34

# GEORGE DICKEL

TENNESSEE LEGEND DISTILLER

- SPECIAL GUEST -

**BEN RETTIG**  
FRANK BEVERAGE GROUP

1950 CASCADE HOLLOW RD.  
NORMANDY, TN  
GEORGEDICKEL.COM

NESTLED ON THE Highland Rim of the Cumberland Plateau, you will find us about halfway between Nashville and Chattanooga. The ancient limestone shelf of this plateau provides water that runs fresh and clear from the nearby Cascade Springs, and it made the perfect spot to build a distillery.

In 1870, George A. Dickel used this same pure water to distill his first bottle of Tennessee Whisky in Cascade Hollow as well as many unique techniques when producing his premium whisky.

Today, George Dickel Tennessee Whisky is still handcrafted with the same quality and attention to detail that ensures that each drop of George Dickel is as remarkable now as it was when the first batch was made.

George A. Dickel discovered that whisky made during the winter was smoother than whisky made in the summer. So, George Dickel is the only Tennessee whisky to chill the whisky before it goes into the charcoal mellowing vats. This filters out the oils and fatty acids inherent in most whisky products. Then as it is now, Cascade Hollow is a place where time isn't measured in hours, days, or months, but in years. Where patience is not only a virtue, but an essential ingredient in making the finest Tennessee Whisky.

In fact, it is so smooth, George Dickel declared that because his whisky was as smooth as the finest scotch, he would always spell the "whiskey" in George Dickel Tennessee Whisky without an "e", keeping with the Scotch whisky tradition.

Notes:

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## TABLE 2

# GREAT LAKES DISTILLERY

WISCONSIN CRAFT DISTILLER



- SPECIAL GUEST -

# GUY REHORST

FOUNDER & CEO

616 W. VIRGINIA ST.

MILWAUKEE, WI 53204

WWW.GREATLAKESDISTILLERY.COM

**GREAT LAKES DISTILLERY** is a small-batch distillery located in Milwaukee, Wisconsin. We hand-craft award winning distilled spirits in limited quantities using Old World methods and traditions which we believe result in a superior product. We're a handful of people devoted to the craft of distilling and creating the best distilled spirits possible.

As Wisconsin's first distillery since prohibition, we are anxious to share our unique products and look forward to meeting people who appreciate high quality craft distilled spirits. Give us a try and see for yourself how unique these hand crafted spirits can be.

Our products include the award winning Rehorst Premium Milwaukee Vodka and Rehorst Premium Milwaukee Gin and Rehorst Citrus & Honey flavored Vodka.

We also produce several small batch seasonal products. While we're anxious to share new products with you, we will not rush a product to market until it is ready. Some products take weeks, some products take a decade!

Notes:

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## TABLE 44

# GREAT NORTHERN DISTILLING

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

**BRIAN CUMMINS**

FOUNDER & HEAD DISTILLER

**TYLER MONAHAN**

DISTILLER

**TIM DEMETER,**

SALES AND MARKETING DIRECTOR

1740 PARK AVENUE

PLOVER, WI 54467

[WWW.GREATNORTHERNDISTILLING.COM](http://WWW.GREATNORTHERNDISTILLING.COM)

OVER HUNDREDS OF years the heartland of America has earned a reputation for honest, hardworking values, wide open spaces filled with bountiful natural resources and a sincerity of character that is distinctly Midwestern.

It is with these values in mind that we at Great Northern Distilling build our award-winning spirits. Our products are distilled in small batches from raw ingredients – never any neutral grain spirits or colors added. Our process begins by sourcing the highest quality ingredients from trusted farms, each located 150 miles of our distillery or less. Once distilled in our handmade copper potstill each bottle is hand-filled and signed by our distillers. That way you know every bottle has been inspected with our own eyes to ensure that every sip meets our exacting standards.

We know that you will savor the quality and smoothness of our spirits. It isn't just the great ingredients or expert distilling techniques though – we believe a hint of Midwestern grit and warmth comes through as well.

**Potato Vodka.** Handmade from locally grown potatoes. Gluten Free.

**Herbalist Gin.** Handmade with locally grown red winter wheat and northwoods botanicals. Lavender, juniper, coriander, rose hips and spruce tips yield a delicate and balanced flavor not typical of other gins.

**Opportunity Rum.** Distilled from pure cane sugar, baking molasses, blackstrap molasses, and a Caribbean rum yeast. It is our singular non-locally sourced product. Aged in used whiskey barrels until it achieves a deep honey color.

**Vanguard Whiskey.** Handmade from a wheated bourbon mash. Unique Wisconsin flavor profile between Canadian and Kentucky whiskey. Notes of caramel, vanilla, and a bit of rye spice.

**Rye Whiskey.** An east coast style rye made from raw Wisconsin rye grain and rye malt with a touch of corn for balance. Savory and complex with prominent floral notes, subtle rye spice and long smoky finish.

Notes:

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## TABLE 6

# GREENBAR COLLECTIVE

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

## MICHAEL SHEPARD

2459 E 8TH ST, LOS ANGELES, CA 90021

GREENBAR CRAFT DISTILLERY represents the world's largest portfolio of organic, handcrafted spirits, including BAR KEEP organic bitters, CRUSOE organic rums, FRUITLAB organic liqueurs, IXÁ organic tequila, SLOW HAND organic whiskey, TRU organic gin and TRU organic vodkas. But when husband-and-wife team Melkon Khosrovian and Litty Mathew began making spirits in 2004, they used conventional spirits and local, hand-processed produce. Melkon and Litty couldn't take all the credit. They learned their successes also hinged on some silent partners — the farmers who grew their ingredients. Several had moved to organic farming, resulting in more aromatic, flavorful produce...which led to more flavorful, aromatic spirits. Their minds were made. ORGANICS HELD THE KEY TO BETTER TASTING SPIRITS. The environment also benefits because the company uses lightweight bottles, 100% recycled labels and plants a tree for every bottle sold.

Notes:

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## GET SOCIAL!



TAKE A PHOTO  
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## GET FAMOUS!

## TABLE 5



# HEAVEN HILL

KENTUCKY LEGEND DISTILLER

- SPECIAL GUEST -

## NICK COGLIANESE

WISCONSIN STATE MANAGER

P.O. BOX 729  
BARDSTOWN, KY 40004  
WWW.HEAVEN-HILL.COM

HEAVEN HILL WAS founded shortly after the repeal of Prohibition in 1935 by several investors, including a prominent distiller, Joseph L. Beam, and a member of the Shapira family. As the company developed, the five brothers of the Shapira family bought out the other investors. Joe Beam remained as Master Distiller, along with his youngest son, Harry. Descendants of the Shapira brothers own and run the company to this day. The original name was "Old Heavenhill Springs" distillery. The company was founded as a bourbon distillery, and for most of its existence has concentrated on its flagship bourbon labels, Evan Williams and Elijah Craig. However, in the past two decades the company has expanded its portfolio significantly, acquiring brands or obtaining import rights for gins, malt whiskey, vodkas, and other drinks. Warehouses for aging bourbon at Heaven Hill's Bardstown headquarters. The black fungus growing near the bottom is *Baudouinia compniacensis*, a natural result of the maturing process.

On November 7, 1996, Heaven Hill's production plant was almost completely destroyed by fire. Several of the company's warehouses were destroyed, and over 90,000 gallons of alcohol lost. The company survived the next several years through the provision of production capacity by its fellow local bourbon labels, Brown-Forman and Jim Beam, until its purchase and adaptation of the new Heaven Hill Bernheim distillery in Louisville. While fermenting, mashing, and distilling occurs at the new distillery, aging, bottling, and shipping still occur in Bardstown. The Heaven Hill company strongly emphasizes the history and traditions of bourbon in its public relations, highlighting the company's location in the historical home of bourbon-making and its status as the only such company still under local ownership. In 2004, a Bourbon Heritage Center was opened on the old distillery grounds, featuring historical exhibits and guided tours of the plant. The company also hosts the annual Kentucky Bourbon Festival, and several of the company's brands are named after famous local distillers.

Notes:

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## TABLE 80

# HIGH WEST DISTILLING

AMERICAN CRAFT DISTILLER

-SPECIAL GUEST-

## PATRICK QUINLAN

FRANK BEVERAGE GROUP

703 PARK AVENUE  
PARK CITY, UT 84060  
WWW.HIGHWEST.COM

UTAH'S FIRST DISTILLERY since the 1870's, High West Distillery and Saloon offers a truly unique experience as the world's only ski-in distillery and gastro-saloon. We are located at exactly 7000 feet in the Wasatch Range of the Rocky Mountains in Old Town Park City, Utah.

Founded by prospectors in the late 1860's, Park City became one of the richest silver mining towns in the West, and the best watering hole in Utah. Our aim is for the High West Distillery and Saloon to contribute to that reputation. We invite you to share in our passion for great spirits, and our love for the American West.

HOW IT ALL STARTED: High West Distillery and Saloon started with one man's passion to make a great Rocky Mountain Whiskey. Proprietor and distiller David Perkins married his background as a biochemist, his love of bourbon and cooking, and his passion for the American West to bring the craft of small-batch distilling back to Utah, of all places.

Notes:

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## TABLE 39

# HUDSON WHISKEY

AMERICAN CRAFT DISTILLER

14 GRIST MILL LANE  
GARDINER, NY 12525  
WWW.TUTHILLTOWN.COM

-SPECIAL GUESTS-

**SUZANNE RUSCH**  
**& MICHELLE MALICKI**  
WILLIAM GRANT AND SONS

TUTHILLTOWN SPIRITS FARM Distillery is New York's first whiskey distillery since prohibition, distilling some of America's most prized spirits here in the Hudson Valley.

From grain to glass, we take great care and pride in all of our spirits. We've captured local flavor and ambience using the agricultural resources of local farmers while leaving a smaller footprint on the environment.

Notes:

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## TABLE 52

# HUMBOLDT DISTILLING

AMERICAN CRAFT DISTILLER

-SPECIAL GUESTS-  
GENERAL BEVERAGE STAFF

WWW.HUMBOLTDISTILLERY.COM

HUMBOLDT DISTILLERY IS located at 735 10th Street in Fortuna, California, a small town in Humboldt County.

Humboldt County is home to the world's tallest trees, unusually long stretches of undeveloped coastline, pristine rivers and a forest as old as the dinosaurs. The watershed that Humboldt Distillery draws from originates in Humboldt's old growth forests.

### HUMBOLDT BEGINNINGS

Abe Stevens founded Humboldt Distillery as a result of his love for Humboldt County and his affinity for chemistry and process improvement. A fifth-generation Humboldt native, Stevens graduated from Fortuna High School then attended the University of Chicago where he received degrees in chemistry and biochemistry. After college, he worked in the pharmaceutical industry doing research and development. He also became an accomplished tournament poker player and a successful real estate investor but found his true passion making organic spirits in his hometown.

Humboldt Distillery Organic Vodka

Humboldt Distillery Organic Spiced Rum

Humboldt's Finest-Vodka Infused With Locally Grown Cannabis Sativa

Humboldt Distillery Organic Original Rum

Notes:

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## TABLE 11

# INFINITY BEVERAGES & WINERY & DISTILLERY



WISCONSIN CRAFT DISTILLER

3460 MALL DRIVE  
EAU CLAIRE, WI 54701  
WWW.INFINITYBEVERAGES.COM/

**MATTHEW RICK OPENED** Infinity in 2010 determined to develop a distinctive array of great tasting wines and spirits. Innovation is his mantra and by means of relentless “liquid innovation” is how all the wines and spirits from Infinity Beverages are produced. With Infinity being located in an urban setting, He sources raw materials from throughout the United States supporting American growers and suppliers while allowing time to concentrate his efforts on producing innovative and distinctive wines and spirits. All of Infinity’s products are truly unique--you won’t find the ordinary, but when you visit come with an open mind (and eager palate) and you’ll surely find something extraordinary.

**Vodkas.** Midwest apples and sugar beets fermented then triple distilled. Natural touch of sweetness, more full-bodied and strikingly different than typical grain based vodkas.

**Audacity (Original) Vodka** Distilled from Midwest Apples & Sugar Beets. 40% Alc. by Vol. (80 Proof) Alludes of a fruity nose. Finishes exquisitely clean and smooth.

**Chile Pepper** Distilled from Midwest Apples & Sugar Beets. Naturally infused with REAL Red Chile Peppers & Cracked Black Peppercorns. 30% Alc. by Vol. (60 Proof)

**Vanilla Espresso** Distilled from Midwest Apples & Sugar Beets. Naturally infused with REAL Vanilla & Espresso Beans. 30% Alc. by Vol. (60 Proof) Vanilla nuances and robust coffee flavors; a perfect complement for espresso martinis.

**Whiskeys.** Begin with craft beer from our friends at Sand Creek Brewery. Double distill and gently age in micro barrels. Beerskey exhibits immense flavor complexities that are reminiscent of the full flavored craft beer from which it was derived.

**Chocolate Oatmeal Stout Beerskey.** 100% Distilled from Chocolate Oatmeal Stout craft beer. 40% Alc. by Vol. (80 Proof). Flavors of dried chocolate, rich smoke, and a hint of oats.

**Doppelbock Beerskey.** 100% Distilled from Doppelbock craft beer. 40% Alc. by Vol. (80 Proof). Flavors of spice, toasted caramel, butterscotch toffee, and nut.

Notes:

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## TABLE 56

# J. HENRY & SONS

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

## JOE & LIZ HENRY

OWNERS AND CREATORS

## JOE & JACK HENRY

7794 PATTON RD., DANE, WI

WWW.JHENRYANDSONS.COM

THE HENRY FAMILY has been growing superior corn, wheat and rye on Henry Farms in Dane, Wisconsin, for over 65 years. Now, we are proud to offer our first release of Wisconsin straight bourbon, J. Henry & Sons, made with high quality ingredients, all grown on our family farm. The key to this exceptional bourbon is the heirloom, red corn developed in the 1930s by the University of Wisconsin paired with Joe Henry's quality production experience. Joe selected this corn for the robust flavor it imbues and the tradition it represents.

Every bottle of J. Henry & Sons is made in small batches, slow-aged a minimum of five years, in large barrels in a rustic barn on the Henry farmstead. The uncontrolled temperature in this historic barn allows the wild Wisconsin weather swings to squeeze deliciously complex flavors out of the barrels and into the bourbon. The result is a Wisconsin craft bourbon with aromas of sweet corn, caramel pudding, toffee, creamy vanilla, dark cocoa, cinnamon, coconut shavings and Jamaican allspice.

If you craft your cocktails, don't you deserve a premium crafted bourbon for your creations? Reward yourself and celebrate the fruits of your labor with the fruits of ours, J. Henry & Sons, ask for it at your local liquor store. Celebrate your next event in our new tasting room located right on the Henry Family farms in Dane, WI. Groups between 2-30 will tour our farm and sample J. Henry & Sons Wisconsin Straight Bourbon Whiskey.

The third expression of our bourbon is finally ready for release: J. Henry & Sons **Bellefontaine Reserve!** **Bellefontaine Reserve** is our Wisconsin Straight Bourbon, extra-aged for five and a half years in new, charred oak barrels, slowly reduced and finished for another eight months in ex-V.S.O.P. Cognac barrels.

Notes:

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## TABLE 27

# JACOB RIEGER & COMPANY

AMERICAN CRAFT DISTILLER



- SPECIAL GUESTS -

## RYAN MAYBEE CO-FOUNDER

2700 GUINOTTE AVE.  
KANSAS CITY, MO 64120  
WWW.JRIEGERCO.COM

**JACOB RIEGER & COMPANY** was founded in 1887 in Kansas City's West Bottoms Livestock Exchange district and was the largest mail-order whiskey house in the country. The brand offered over 100 alcoholic products but was a Prohibition casualty come 1919. The distillery was not to be lost forever and 95 years after Prohibition, the historic and iconic spirits brand of Kansas City was revived. The continually growing product line includes Kansas City Whiskey, Midwestern Premium Vodka, Midwestern Dry Gin, and Caffè Amaro.

**Whiskey:** Our Kansas City Whiskey is a blend of Straight Bourbon Whiskey, Light Corn Whiskey, and Straight Rye Whiskey, all aged at least 4 years, as well as a small amount of 15 year old Oloroso Sherry from the Williams & Humbert Bodega in Jerez. Bottled at 92 proof, Kansas City Whiskey is well-balanced, smooth, and slightly sweet that is beautiful when served neat or on the rocks, but also works well in classic Bourbon- or Rye-based cocktails such as the Horsefeather, Manhattan and Old Fashioned.

**Amaro:** Our Caffè Amaro is a one of a kind take on Coffee Liqueurs. A blend of a traditional Amaro with cold brew coffee, Caffè Amaro is characterized by its bitter, slightly sweet flavor which stems from the use of botanicals, herbs, and cane syrup. Caffè Amaro is a collaborative spirit with Kansas City-based coffee roasters, Thou Mayest who selects a single origin coffee roast that we utilize to contribute to the flavors the botanicals generate. The product spends a brief amount of time in a barrel resulting in a rich, bittersweet flavor that works great in cocktails or can be enjoyed by itself after a meal.

**Gin:** Developed by Master Distiller Tom Nichol, formerly of Tanqueray, Rieger's Gin is inspired by the traditional London Dry Gins that famously emphasize the spicy and aromatic character of mature Juniper berries. By selecting only the finest botanicals from around the world, the result is bold, full-flavored Gin with layers of aroma and a complexity of flavor that makes it perfect for sipping on the rocks or ideal for classic cocktails.

**Vodka:** Rieger's Vodka is 100% wheat based and conveys a clean and smooth flavor, as well as a full body and rich texture. Given a final distillation in our 750-gallon copper pot still, and carbon filtered, we are able to smooth out the spirit while giving it a full-body mouth feel.

Notes:

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## TABLE 67



# JIM BEAM SMALL BATCH

KENTUCKY LEGEND DISTILLER

- SPECIAL GUEST -

**ADAM CLARK**  
STATE MANAGER BEAM SUNTORY

149 HAPPY HOLLOW RD.  
SHEPERDSVILLE, KY 40165  
WWW.SMALLBATCH.COM

MORE THAN 50 years ago, Kentucky distiller Bill Samuels, Sr., founder of Maker's Mark, set out to make a better tasting bourbon whisky. What he discovered was that if you used winter wheat in the mash instead of the traditional distiller's rye, your bourbon whisky was smoother and less bitter...and that's made all the difference.

As distinct as the Maker's Mark taste are its bottle and name. Designed by Margie Samuels (wife of Bill Samuels, Sr.), the square-shape container was inspired by her collection of cognac bottles. In keeping with the look of the French spirit, Mrs. Samuels decided to hand dip the very first bottles in red wax in her kitchen home fryer—a process that has now expanded and has blessed millions of the famous bourbon bottles. Taking it one step further, Mrs. Samuels, a collector of English pewter, recognized that any worthy craftsman uniquely branded each of his creations with what became a personal "Maker's Mark." She deemed it a perfect title for her husband's handmade bourbon.

The iconic bottle and wax defines the care that goes into making each bottle of this hand-crafted bourbon. Since the first bottle sold in 1958, each bottle is still hand-dipped with a red wax by people, not machines.

In 2010, the first new product ever for Maker's Mark, Maker's 46™ Bourbon was introduced. Maker's 46 Bourbon is created by removing fully matured Maker's Mark bourbon from its barrel, affixing ten seared oak staves to the inside of the original barrel, then putting the Maker's Mark back in and aging it several more months. 46 is the number assigned by the barrel maker to the process he created specifically for this project.

Knob Creek Handcrafted in limited quantities, Knob Creek is aged nine years to fully draw out the natural sugars in its charred white oak barrels. As a result, this exceptional, full-bodied bourbon strikes the senses with a maple sugar aroma, distinctive sweetness and rich, woody, caramel flavor with a long, smooth finish. Made at 100 proof and created to reflect the flavor, strength, care and patience that defined pre-prohibition whiskey, Knob Creek is perfect straight or cooled slightly with one or two ice cubes.

Booker's The Small Batch Bourbon Collection—comprised of Knob Creek, Booker's, Basil Hayden's and Baker's—is a group of ultra-premium bourbon whiskies handcrafted in limited quantities from unique recipes, some dating back two centuries. They are carefully matured for exceptional quality.

Booker Noe, grandson of the legendary Jim Beam, created The Small Batch Collection and in doing so is credited with establishing the category of super-premium bourbons. Booker took great care in crafting his bourbon, and the Booker's Bourbon bottle even features a label written in Booker Noe's own handwriting. If you look closely, you will actually notice a small error. There is no mistake about the premium quality of his collection, however.

## TABLE 79

# JOURNEYMAN DISTILLERY

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

## ROCKY LEDAC BRAND AMBASSADOR

109 GENERATIONS DRIVE  
THREE OAKS, MI 49128  
WWW.JOURNEYMANDISTILLERY.COM

JOURNEYMAN DISTILLERY IS an Organic Spirits Distillery, located in the EK Warren historic featherbone factory, in Three Oaks, Michigan. Everything about Journeyman Distillery is handcrafted. We offer artisan spirits with a focus on whiskey. While whiskey is what we originally fell in love with, we also offer a variety of quality organic spirits such as vodka, gin, and rum. We distill, bottle, label, and package each spirit here at the distillery. Our products come from the simplest, purest ingredients on earth. The Distillery is certified organic by the Midwest Organic Services Association. We use organic grain that is produced without the use of synthetic fertilizers, artificial pesticides, herbicides, antibiotics, growth hormones, feed additives, or genetically modified organisms (GMO's).

**VIP ONLY: Corsets, Whips, and Whiskey**

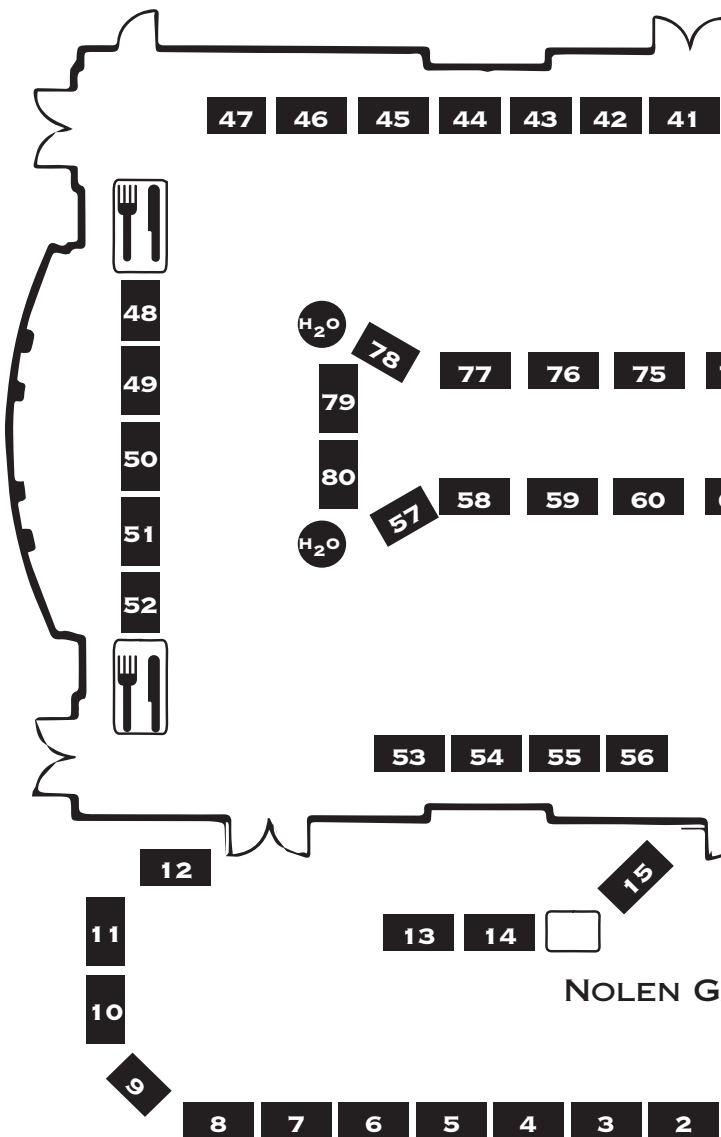
**Last Feather Rye Whiskey**  
**Featherbone Bourbon**  
**Buggywhip Wheat Whiskey**  
**Silvercross Whiskey**  
**Red Arrow Vodka**  
**Bilberry Black Hearts Gin**  
**Road's End Rum**

Notes:

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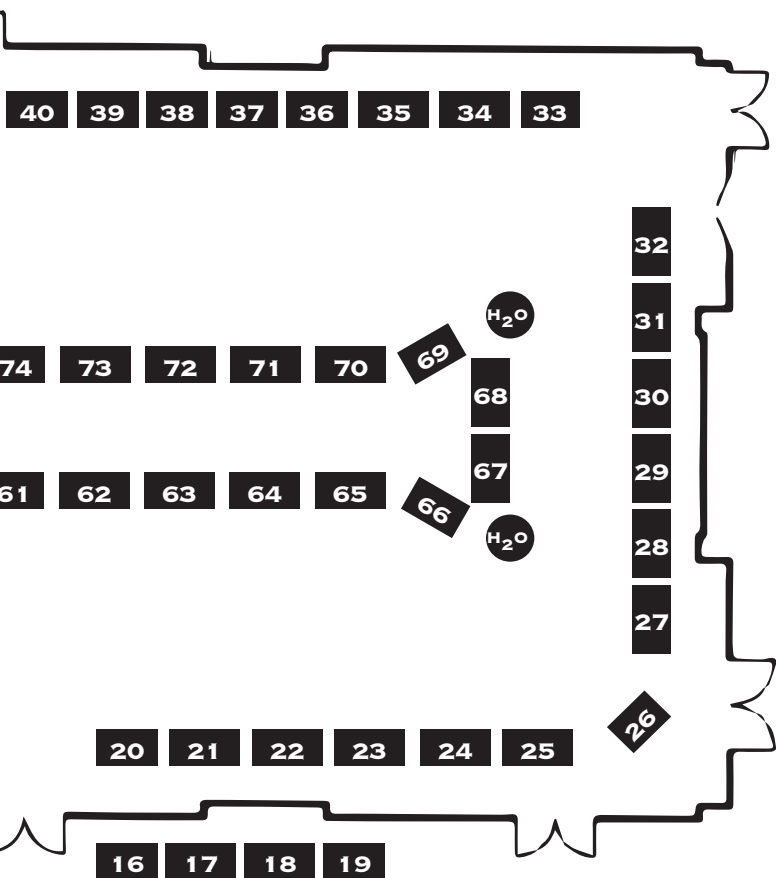
# EDGEWA GRAND



## LISTING BY BOOTH NUMBER

- |          |                                  |          |                             |
|----------|----------------------------------|----------|-----------------------------|
| 1 .....  | BRECKENRIDGE                     | 22 ..... | VIKRE                       |
| 2 .....  | WESTERN SPIRITS                  | 23 ..... | WYOMING WHISKEY             |
| 3 .....  | TITO'S                           | 24 ..... | CRAFT & ESTATES             |
| 4 .....  | DOOR COUNTY SPIRITS              | 25 ..... | OLD SUGAR                   |
| 5 .....  | HEAVEN HILL                      | 26 ..... | CHARRED OAK WHISKY          |
| 6 .....  | GREENBAR COLLECTIVE              | 27 ..... | JACOB RIEGER & CO.          |
| 7 .....  | QUINCY STREET                    | 28 ..... | GREAT LAKES                 |
| 8 .....  | TAILWINDS                        | 29 ..... | CLYDE MAY'S                 |
| 9 .....  | TOP NOTE TONIC                   | 30 ..... | LEATHERBEE                  |
| 10 ..... | WHISTLE PIG                      | 31 ..... | KOVAL                       |
| 11 ..... | INFINITY BEVERAGE                | 32 ..... | TRAVIS HASSE DISTILLING CO. |
| 13 ..... | STRANAHAN'S                      | 33 ..... | BITTERCUBE                  |
| 14 ..... | TRAVERSE CITY                    | 34 ..... | GEORGE DICKEL               |
| 15 ..... | DEATH'S DOOR SPIRITS             | 35 ..... | PRAIRIE ORGANIC             |
| 16 ..... | AEPPEL TREOW                     | 36 ..... | LUXCO                       |
| 17 ..... | RHINE HALL                       | 37 ..... | CHATHAM BRANDS              |
| 18 ..... | BEAR CAT                         | 38 ..... | SAN LOUIS DISTILLING        |
| 19 ..... | HENDRICKS DISTILLING (PÜR CLASS) | 39 ..... | HUDSON                      |
| 20 ..... | 44 NORTH                         | 40 ..... | NORTHERN WATERS DISTILLERY  |
| 21 ..... | DRIFTLESS GLEN                   | 41 ..... | COPPER & KINGS              |

# TER HOTEL BALLROOM



**BATHROOMS →**

**SEMINARS →**

LOCATED IN THE MENDOTA BALLROOM BELOW THE GRAND BALLROOM. ACCESS VIA THE STAIRS OR ELEVATOR.

## GALLERY



42 ..... DEEP EDDY  
 43 ..... BIG GIN  
 44 .... GREAT NORTHERN DISTILLERY  
 45 ..... NORTH SHORE DISTILLERY  
 46 ..... FOUR ROSES  
 47 ..... CIDER HOUSE OF WISCONSIN  
 48 ..... 48 OPEN  
 49 ..... 45TH PARALLEL  
 50 ..... BROWN FORMAN  
 51 ..... WOLLERSHEIM  
 52 ..... HUMBOLDT DISTILLING  
 53 ..... NESSALLA KOMBUCHA  
 54 ..... ALLTECH  
 55 ..... BLAUM BROTHERS  
 56 ..... J. HENRY & SONS  
 57 ..... RÖKKER  
 58 ..... ST. GEORGE  
 59 ..... BULLEIT  
 60 ..... YAHARA BAY  
 61 ..... SOULBOXER COCKTAIL CO.

62 ..... SAZERAC (BUFFALO TRACE)  
 63 ..... CENTRAL STANDARD  
 64 ..... FEW  
 65 ..... SQUARE ONE  
 66 ..... WOODY'S NORTHWOOD  
 67 ..... JIM BEAM SMALL BATCH  
 68 . NEW HOLLAND ARTISAN SPIRITS  
 69 ..... REAL RUSSIAN  
 70 ..... WILD TURKEY  
 71 ..... TWISTED PATH  
 72 ..... FAR NORTH SPIRITS  
 73 ..... CLEAR CREEK  
 74 ..... STILL HOUSE  
 75 ..... MISSISSIPPI RIVER DISTILLING  
 76 ..... TATTERSSAL  
 77 ..... TEMPLETON RYE  
 78 ..... WHITE WINTER CIDER  
 79 ..... JOURNEYMAN  
 80 ..... HIGH WEST

**SEE PAGE 37 FOR A ALPHABETICAL LISTING**

# **DISTILL AMERICA**

**THE 9TH ANNUAL  
CELEBRATION OF  
AMERICAN DISTILLING**

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**THE MADISON MALT SOCIETY  
WOULD LIKE TO THANK THE  
FOLLOWING FOR MAKING THIS YEARS  
EVENT A WONDERFUL SUCCESS:**

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ALCOHOLMANAC  
BARRIQUES WINE, SPIRITS, AND COFFEE  
BUFFALO TRACE  
GAIL AMBROSIUS  
ISTHMUS PUBLISHING  
LAKESIDE PRESS  
MAXIMUM INK  
MERCHANT MADISON  
PROOF66.COM  
RILEY'S WINES OF THE WORLD  
STAR LIQUOR  
STEVE'S LIQUOR  
THE CANNERY WINE AND SPIRITS  
THE MALT HOUSE  
TOM GRIFFIN  
UNION CAB

**AND ALL OUR VOLUNTEERS!**

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# **THANK YOU!**

ALSO, SPECIAL THANKS TO OUR  
ROVING COCKTAIL MASTERS.

# TABLE KEY

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45TH PARALLEL .....	49	LEATHERBEE .....	30
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CLYDE MAY'S .....	29	SQUARE ONE.....	65
COPPER & KINGS .....	41	ST. GEORGE .....	58
CRAFT & ESTATES.....	24	STILL HOUSE.....	74
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DOOR COUNTY SPIRITS.....	4	TATTERSSAL .....	76
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HEAVEN HILL.....	5	WHISTLE PIG .....	10
HENDRICKS DISTILLING (PÜR CLASS).....	19	WHITE WINTER CIDER.....	78
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HUDSON.....	39	WOLLERSHEIM.....	51
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J. HENRY & SONS.....	56	YAHARA BAY.....	60
JACOB RIEGER & Co. ....	27		
JIM BEAM SMALL BATCH .....	67		
JOURNEYMAN .....	79		

## TABLE 33

# KOVAL DISTILLERY

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

## SHANNON STICH

BRAND AMBASSADOR

5121 NORTH RAVENSWOOD AVE

CHICAGO, IL 60640

WWW.KOVAL-DISTILLERY.COM

FOUNDED IN 2008 as Chicago's first distillery since the mid 1800's, KOVAL's innovative and cutting-edge design practices have led them to become a leading international spirit manufacturer. After numerous international awards and co-founder Robert at the helm of consulting for the burgeoning craft industry, KOVAL has grown to be a globally renowned brand.

Each step of KOVAL's spirit making process is thoughtfully monitored. KOVAL begins with grains sourced from organic Midwest farms. The water is sourced from Lake Michigan using a natural charcoal purification process. All products are distilled in KOVAL's facility, avoiding a common industry practice of purchasing pre-made spirits. The Barrel Mill in Minnesota makes each American White Oak barrel for aging KOVAL's whiskeys. Finally, all spirits are distilled on site and certified organic by Midwest Organic Services Association.

Recent Press: As seen on the *Netflix* Series 'Easy'. *Chicago Tribune*: KOVAL Expansion. *Flaviar*: The Black Sheep of Bourbon

**Four Grain Whiskey.** Jim Murray's Whisky Bible 2017: US Micro Whisky of the Year (Runner Up)

**Rye Whiskey.** Featured in the Top 100 Spirits in Wine Enthusiast's "Best of 2016"

**Vodka.** 2016 Print Regional Design Annual

**Dry Gin.** 2016 GDUSA American Graphic Design Awards: Winner (Packaging)

**Barreled Gin.** 2016 New York World Wine and Spirits Competition: Gold (Spirit)

Notes:

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# KOVAL



CHICAGO MADE  
INTERNATIONALLY AWARDED

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As one of America's leading artisan distilleries, KOVAL has won over 50 awards internationally since 2008.

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KOVAL believes that the best spirits come from the best ingredients. The grains are sourced from organic Midwestern farms, supporting the local economy and sustainable agriculture. The water—an essential ingredient in distillation—is sourced from Lake Michigan using a natural charcoal purification method. Visit our website to learn more about our grain-to-bottle process.

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Sign up for a tour and tasting:  
[www.kovaldistillery.com](http://www.kovaldistillery.com)



## TABLE 30

# LEATHERBEE

AMERICAN CRAFT DISTILLER

CHICAGO, IL

WWW.LEATHERBEE.COM

A GANG OF industry iconoclasts, Letherbee Distillers came together through a twist of fate, punk shows, and latenight drinking at local dives.

Rewind to 2007: Brenton Engel is cooking moonshine in his basement. Two years later, his "Illinois Joy" moonshine would create a cult following outside neighborhood bars and with various kitchen staffs across the city. Brent soon starts bar tending and affiliating with some of Chicago's most experienced cocktailers and bartenderwildmen, who would soon team up with Brent to become Letherbee Distillers.

With absolutely zero influence from outside investors or marketers, Letherbee's level of authenticity is second to none. Now distributing in 12 states across the US, as well as in Germany and Denmark, the product family consists of the Original Label Gin, BarrelAged Absinthe, Autumnal & Vernal Gins, Bësk, and Fernet.

Notes:

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## TABLE 36

# LUXCO

AMERICAN CRAFT DISTILLER

## AARON PIEHLER

FRANK BEVERAGE GROUP

CORPORATE OFFICE

1000 CLARK AVENUE

SAINT LOUIS, MO 63102

WWW.LUXCO.COM

LUXCO WAS BORN of humble beginnings back in 1958 when Paul A. Lux and David Sherman Sr. established the David Sherman Corporation (DSC) as a private label bottler to serve the needs of distributors, wholesalers and retailers. Since that time, the company has quietly and patiently grown into a leading producer, bottler, importer and marketer with an impressive portfolio of beverage brands. In 2006, DSC re-branded itself to Luxco as a tribute to our founder, Paul Lux, and as a reflection of the current ownership of the company.

The growth of our brands has mirrored that of our company's. Through innovation and acquisition, we have steadily built our brand portfolio from one brand in 1960, Juarez Tequila, to the diverse family of brands we enjoy today.

As we have evolved, Luxco has remained true to our roots. We are still family-owned, and we remain 100 percent committed to the personal relationships that continue to successfully drive our business.

**Rebel Yell | Yellowstone | David Nicholson | David Nicholson Reserve | Ezra Brooks**

Notes:

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## TABLE 75

# MISSISSIPPI RIVER DISTILLING Co.

AMERICAN CRAFT DISTILLER

303 NORTH CODY ROAD  
LECLAIRE, IA 52753  
WWW.MRDISTILLING.COM

WE PRODUCE LIQUORS hand crafted slow and pure. Born from the finest grains, harvested just up the hill from the distillery. It's a spirit born of land and water that draws each of us curiously back to a different era. Made for you, not for for the masses. Mississippi River Distilling Company started in 2010 after two brothers decided to take a chance on a dream. What started as a crazy idea, grew into an opportunity to create something that these parts hadn't seen since prohibition. A chance to create truly home grown, hand-made spirits.

If you appreciate the fine quality that only comes from the freshest ingredients. If you believe in honest hard work and the integrity of the family farm. If you know that a commitment to quality takes some extra time. If you're looking to experience pleasure far beyond taste in the bottom of your glass. You've come to the right place. We're a family owned and operated company. We believe in stewardship of our land and water. We know that the family farm is an important part of our community and our culture here. And we believe in quality above all else. We hope you'll appreciate the hard work that each hand signed bottle represents. We hope you'll share some with your friends, then come to LeClaire and say hello so we can show you what makes us so proud about the wonderful place we call home.

Notes:

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## TABLE 53

# NESSALLA KOMBUCHA

WISCONSIN CRAFT BOOCH

- SPECIAL GUESTS-

**FRANKLIN J. PARR &  
JULIA BARTON**  
BOOCH SLINGERS

1418 SOUTH PARK STREET  
MADISON, WI 53715  
WWW.NESSALLA.COM

IN 2008, WE founded NessAlla Kombucha in beautiful Madison, Wisconsin, and we've been making craft brewed Kombucha using only organic and fair trade ingredients ever since.

Our goal is to promote health and well being within our community and yours. We're both certified herbalists and we work with a small, dedicated and totally boochin' team to bring you the freshest kombucha on the planet. Our brewery was one of the first craft kombucha producers in the nation, and we're hard at work every day making kombucha.

Notes:

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Looking for  
something special  
to add to your  
cocktail?

Add NessAlla  
Kombucha.



Hand-crafted in  
Madison, Wisconsin.

[nessalla.com](http://nessalla.com)

## TABLE 68



# NEW HOLLAND

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS-

## FRED BUELPMANN

OWNER PARTNER/VP SALES AND LIFESTYLE

&

## MEAGAN O'BRIEN

W/MN AND COLDWEATHER STATES  
BRAND AMBASSADOR

66 E 8TH ST  
HOLLAND, MI 49423  
WWW.NEWHOLLANDBREW.COM

FOUNDED IN 1996, NHBC has grown from a scrappy two-man start-up to a thriving regional craft brewery and artisan distillery. From 2005-2010, all of our spirits were distilled at our brewpub in Holland, Michigan. In response to our considerable growth, we opened the new production distillery in February of 2011. The new facility will include our "new" 600-gallon prohibition-era pot still, as well as a bonded maturation room of more than 6500 square feet.

In addition to a small amount of distributed spirits, those made here will be special small batches that rarely see their way outside of the friendly confines of our pub. New Holland Artisan Spirits is dedicated to discovering artful nuances in the distilling process while delivering unique and interesting spirits in their most tasteful form. We are proud to share our craft with you. Hope you enjoy it as much as we do.

VIP Only: Navy Strength Knickerbocker Zeppelin Bend Single Malt  
Whiskey

Zeppelin Bend Reserve - aged in sherry casks

Beer Barrel Bourbon

Knickerbocker Gin

Barrel Aged Knickerbocker

Blue Haven Gin

Brixx Barrel Gin - aged in red wine barrels

Clockwork Orange Spiced Orange Liqueur

Notes:

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## NORTH SHORE

AMERICAN CRAFT DISTILLER



- SPECIAL GUEST -

## SARAH MACFARQUHAR DISTILLERY AMBASSADOR

P.O. BOX 279  
LAKE BLUFF, IL 60044  
NORTHSHOREDISTILLERY.COM

**NORTH SHORE DISTILLERY** was the first artisanal distillery in the Chicago area, and in Illinois. Started by Derek & Sonja Kassebaum in 2004, the distillery's small team focuses on making delicious spirits that are great on their own, and also in cocktails. Most of the staff considers themselves cocktail nerds, and can periodically be found in the distillery's bar working on new recipes. North Shore makes a wide range of high quality, award-winning spirits, and has many others in the works. North Shore's spirits are available at all the best bars, restaurants and stores across the Midwest.

**North Shore Vodka.** Exceptionally clean, smooth and crisp with a velvety texture - made from Midwest grain. Extremely sippable, it also adds great dimension to a wide range of cocktails

**Sol Chamomile Citrus Vodka.** Simply put, the best citrus vodka you'll ever taste. It has bright, fresh, authentic citrus flavors from fresh orange, lemon and lime peels, with hints of chamomile blossoms - bright and smooth, with delicate complexity

**Distiller's Gin No. 6.** Complex and smooth modern dry gin, with balanced juniper, spice, citrus and floral notes

**Distiller's Gin No. II.** Traditional, classic dry gin, with abundant fresh juniper, hints of dry spice and a touch of citrus

**North Shore Mighty Gin.** A higher-proof expression of our Distiller's Gin No. 6, botanically rich with intense aromatics and flavors

**Aquavit - Private Reserve.** Infused and distilled with an array of spices - caraway, cumin, coriander, cinnamon and more. Our interpretation of Scandinavian tradition is savory and complex with a rounded, rich finish.

**Sirène Absinthe Verte.** Beautiful, nuanced aroma and flavor in the classic tradition of absinthe

Notes:

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## TABLE 40

# NORTHERN WATERS DISTILLERY

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

**PETER NOMM**  
OWNER/DISTILLER

201 WEST MILWAUKEE STREET  
MINOCQUA, WI 54548

NORTHERN WATERS DISTILLERY was founded in 2013 with the purpose of creating an ever-expanding variety of great products while offering a very open and visible operation. Our philosophy is that crafting fine spirits should be an enjoyable endeavor—one that we share with our patrons every single day. Products range from sweet corn whiskey to a variety of aged whiskies, vodka, gin, and a number of naturally flavored spirits. Come visit us to see what we mean!

Notes:

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## GET SOCIAL!



TAKE A PHOTO  
AND SHARE IT  
WITH US.



## GET FAMOUS!



## TABLE 25

# OLD SUGAR DISTILLERY

WISCONSIN CRAFT DISTILLER

931 EAST MAIN STREET, #8  
MADISON, WI 53703

WWW.MADISONDISTILLERY.COM

OLD SUGAR DISTILLERY was founded in 2010 by University of Wisconsin graduate Nathan Greenawalt on a shoestring budget and a leap of faith. His first challenge was getting the still. Nathan knew exactly what he wanted and found someone to fabricate it for him, Colonel Wilson of Alma, Arkansas. The problem lay in retrieving the large, heavy still from Wilson's place at the end of a long, rutted and potholed driveway deep in the Ozark mountains. But, Nathan persevered and with the use of winches, ropes, hard work and a borrowed truck and trailer both he and the still finally made it safely to Madison.

The original plan was to produce spirits for wholesalers only. However, shortly after beginning production, the state of Wisconsin changed its' laws allowing distilleries to operate tasting rooms. Recognizing this as an opportunity, Nathan and Matt (his first employee), moved the distillery to its current location on east Main street, a few blocks from the capitol. While there were scary moments early on, like pouring money into a tasting room and not knowing who would show up, the two men had faith (Nathan couldn't get the phrase "If you build it, they will come" out of his head). A short time later the tasting room opened. Since then, Old Sugar has gone through many transitions; staff has grown, the cocktail menu has expanded and sales have increased. What has not changed is Nathan's dedication to producing hand-made, high quality spirits in the heart of the town he loves.

The name Old Sugar stems both from the use of sugar as a base for many of the products and from Madison's history of beet sugar production. All the spirits are crafted, beginning to end, in house using the modified pot-still made by Colonel Wilson. The pot still was chosen over a column still for a number of reasons. While column stills do a great job of producing extremely clean products like gin, vodka and neutral spirits, much of the character of the original base is lost. With a pot still the base character is retained, making it a better choice for producing brandies, whiskies & rums. The still is heated directly using fire from three large gas burners rather than indirectly by steam, as is common in the industry. There are many reasons for this. However, the most compelling is that direct fire causes some caramelization during the distillation process, allowing for a more robust and flavorful final product. Most of Old Sugar spirits are finished by aging in American Oak barrels coopered in Minnesota.

Notes:

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## TABLE 35

# PRAIRIE VODKA

AMERICAN CRAFT DISTILLER

WWW.PRAIRIEVODKA.COM

PRAIRIE IS MADE 100% organic by farmers who own the land, the distillery, and the quiet respect of all around them. They are the craftsmen behind Prairie spirits, plowing a new road towards purposeful quality.

Once it leaves the distillery in Benson, Minnesota, Prairie is bottled in the town of Princeton by Ed Phillips and Sons—a fifth generation and family-operated distilled spirits company

Notes:

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## TABLE 19

# PÜR CLASS

WISCONSIN CRAFT DISTILLER

-SPECIAL GUEST-

## PEGGY & JIM HENDRICKS

OWNERS

## KARL HENDRICKS

DISTILLER

## ZAC HENDRICKS

3570 N CTY ROAD K | OMRO, WI 54963

WWW.PURCLASSVODKA.COM

HENDRICKS FAMILY DISTILLERY, LLC is located on the family elk farm outside of Eureka, Wisconsin, 20 mi west of Oshkosh. We are a small distillery which was designed & built, and owned and operated by our family.

In 2011, our son Karl asked for a family meeting with his Father - Jim, Mother - Peggy and brother Zac. Karl has been working in the alcohol business for many years and has a passion for distillation. He thought with the talents between the four of us, we would be able to design, build and operate a distillery completely within our family. We took a vote and Hendricks Family Distillery was born! We were ready for business in spring of 2013.

Our building, stills, filters & tanks were custom designed and built by the family. From start to finish, everything is done at our facility. The unique specialized fabrication of the equipment used in our processing results in a vodka that has no equal for purity and taste - it's Pür Class, fermented from Wisconsin potatoes and naturally gluten free.

Notes:

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## TABLE 7

# QUINCY STREET DISTILLERY

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

**DERRICK MANCINI**  
OWNER/DISTILLER

39 E QUINCY ST,  
RIVERSIDE, IL 60546  
WWW.QUINCYSTREETDISTILLERY.COM

QUINCY STREET DISTILLERY was born out of the Craft Distillery Heritage. Bringing classic distilling together with innovative flavours is the foundation for our business.

Notes:

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## TABLE 69

# REAL RUSSIAN VODKA (BY PREMIERE DISTILLERY)

AMERICAN CRAFT DISTILLERY

- SPECIAL GUESTS -

**GREGORY FELDMAN**  
MASTER DISTILLER AND CO-FOUNDER  
&

**INNA FELDMAN-GERBER**  
PRESIDENT AND CO-FOUNDER

GURNEE, ILLINOIS  
WWW.PREMIEREDISTILLERY.COM

WHEN THE LONG history of Russian vodka production meets the American Dream, the results are impressive. Meet Real Russian Vodka, an American produced vodka with roots dating back to the Tsarist Russia of 1905, when the grandfather of the brand's Master Distiller was given special permission from the Tsar to small-batch produce his own spirit. Today, Real Russian handcrafts family heirloom vodka in the U.S. from Midwestern winter wheat in a unique filtration system that combines the best of the Old World with modern production techniques.

Mellow and smooth with sweet vanilla and lush texture; long and rich with a ripe, lengthy finish.

Notes:

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## TABLE 17



# RHINE HALL

AMERICAN CRAFT DISTILLER

2010 W. FULTON ST. CHICAGO, IL  
WWW.RHINEHALL.COM

IN THE HEART of the Industrial District of Chicago, Charlie and Jenny Solberg, Father-daughter team opened a handcraft brandy distillery. Rhine Hall specializes in fruit brandies, also known as eau de vie or schnapps. Rhine Hall always starts with the fresh fruit before they chop, ferment, distill, and bottle all of their product on-site.

Learn the Rhine Hall story. Even better, come by and visit us at our distillery in the Industrial District of downtown Chicago. We would love to give you a tour & tasting, as well as introduce you to tasty brandy cocktails. The Brandy Bar is open for tastings and cocktails on Thursdays, Fridays, & Saturdays, along with two scheduled tours on Saturday.

Currently, Rhine Hall products are available in Illinois, Wisconsin, Georgia, Indiana, Utah; and will progress nationally with success.

Notes:

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## TABLE 57

# RÖKKER VODKA

WISCONSIN CRAFT DISTILLER

-SPECIAL GUEST-

**RÖKKER**

OWNER

MADISON, WI

WWW.ROKKERVODKA.COM

RÖKKER VODKA IS distilled and bottled at Yahara Bay Distillery in Madison, Wisconsin. Made from corn and gluten free, Rökker Vodka is made in small batches the old fashioned way with a 90 gallon, 15 foot copper pot still. Triple distilled and filtered, Rökker Vodka uses the artisanal method of fractional distillation to remove the impurities by hand, creating a smooth, dangerous, and tasty vodka. A little sweet and peppery, yet smooth and warm like a whiskey.

Rökker is a publisher, broadcaster and vodkapreneur who lives and works in Madison, Wisconsin. Having published the local music magazine Maximum Ink for 20 years, Rökker started in the vodka business in 2011.

Notes:

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**MADE IN MADISON**

# RÖKKER IS LOCAL VODKA

**Distributed by Frank Liquor**

**Available in Madison at:**

**Star Liquor**  
**Woodman's**  
**Pick 'n Save**  
**Metro Market**  
**Hy-Vee**  
**Trixie's Liquor**  
**Oconnell's Liquors**  
**Steve's Liquor (Univ)**  
**Vic Pierce**  
**Badger Spirits**  
**(Janesville)**  
**JB Liquor**  
**(McFarland)**  
**Willy St. Co-op**  
**Liquor Baron**  
**(Sauk City)**  
**Cannery Wine & Spirits**  
**(Sun Prairie)**  
**Barabrew**

**5100 Club**  
**(McFarland)**  
**Bandung**  
**Village Lanes**  
**608 Sports Bar**  
**Brink Lounge**  
**High Noon Saloon**  
**The Frequency**  
**Barrymore Theatre**  
**The Wisco**  
**Lazy Oaf Lounge**  
**Knuckledown Saloon**  
**The Concourse**  
**The Edgewater**  
**The Red Zone**  
**Tip Top Tavern**  
**Pizza Oven**  
**Funk's Pub**  
**Coach's Club**  
**Hijynx**  
**Salvatore's Tomato Pies**  
**(Sun Prairie)**  
**Opus Lounge**



**RÖKKER VODKA**

Distilled and Bottled by Yahara Bay Distillers



**DRINKLOCALVODKA.COM**

## TABLE 38

# SAN LUIS SPIRITS/ DRIPPING SPRINGS VODKA

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

**J.C. STRAND**  
CENTRAL REGION MANAGER

5330 BELL SPRINGS ROAD  
DRIPPING SPRINGS, TX 78620  
WWW.DRIPPINGSRINGSVODKA.COM

HANDCRAFTED IN THE Texas Hill Country, Dripping Springs Vodka and Dripping Springs Orange Vodka is made with sweet, Mid-Western non-GMO corn, is naturally gluten free, and is Certified Kosher by the Houston Kashruth Association.

Dripping Springs is micro-distilled over 20 times in small 50-gallon batches using hand-made copper pot stills.

## TABLE 61

# SOULBOXER COCKTAIL CO.

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

**DOUG MACKENZIE**  
**JASON NEU**  
FOUNDERS

WEST ALLIS, WI:  
WWW.SOULBOXER.COM

**SOULBOXER COCKTAIL CO.** Blends Premium ready-to-pour cocktails, Including a brandy old fashioned And a bourbon old fashioned. Both drinks are built with topshelf Spirits, aged with tart door County cherries and orange peel, And blended with angostura Bitters and cane sugar to create A quality old fashioned.

Founded in 2015, soulboxer cocktail co. Creates highquality Cocktails that are perfect for places you don't Typically nd high-quality cocktails – at a tailgate, on the Golf course, or out on your deck. Soulboxer brandy old fashioned can be found at retailers All over wisconsin, illinois, and minnesota. **Soulboxer Bourbon old fashioned is previewing at distill america before the product launch in march 2017!**

Notes:

## TABLE 65

# SQUARE ONE BREWERY & DISTILLERY

AMERICAN CRAFT DISTILLER

PRESENTS SPIRITS OF ST. LOUIS DISTILLERY

- SPECIAL GUESTS -

**STEVE NEUKOMM**  
OWNER/ BARREL MANAGER

1727 PARK AVE.  
ST. LOUIS, MO 63104  
WWW.SQUAREONEBREWERY.COM

SPIRITS OF ST. Louis Distillery is a subsidiary Square One Brewery and Distillery. We opened in 2008 in St. Louis Missouri becoming the first and most awarded distillery in the area. Our focus is much like our brewery by creating unique and interesting beverages. We are best known for our whiskeys and we have brought you a couple of new ones. We also have brought for your enjoyment our MoGin which is made from all local botanicals, and our Starry Night Absinthe. We love coming to Madison, we hope you stop by and get to know us.

JJ Neukomm Missouri Malt Whiskey

Urban Bourbon

Neukomm Reserve Rye

Starry Night Absinthe

MoGin

## TABLE 58

# ST. GEORGE SPIRITS

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

**ROBERT KRASS**  
REGIONAL SALES MANAGER

2601 MONARCH STREET  
ALAMEDA, CA 94501  
WWW.STGEORGESPIRITS.COM/



WE ALWAYS KNEW we could make pretty great vodka, but the vodka we wanted to make, we couldn't afford to sell for \$20 a bottle. When Grey Goose and Belvedere started selling a ton of vodka at \$30 a bottle, we thought, let's give it a try.

This was 2001. We were two tiny companies, hand-making exquisite brandies and liqueurs in California. Connoisseurs think these brandies are absolutely fabulous, for good reasons: in California, we had access to wonderful fruit and grapes, as well as sophisticated winemaking equipment. Best of all we were free to innovate but we also had tiny old-fashioned pot stills and did our work informed by centuries of European distillation methods.

## TABLE 74



# STILL HOUSE

COLUMBIA, TENNESSEE  
WWW.STILLHOUSE.COM

100% PURE CORN whiskey made from estate grown corn, distilled in traditional copper pot stills. This un-aged whiskey has something for everyone to try packaged in an eye catching container. Try some of the many different flavors if the pure corn is too much to handle. Apple Crisp, Peach Tea, Coconut, Mint Chip, or Red Hot. There is something for everyone in this revolutionary lineup.

Notes:

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## TABLE 13

# STRANAHAN'S

- SPECIAL GUESTS -

**ROB DIETRICH**

MASTER DISTILLER

**OLIVIA YACOUB-**

BRAND MANAGER

**KYLE LUEBKE-**

WISCONSIN MANAGER

200 S. KALAMATH ST.  
DENVER, CO 80223

WHEN VOLUNTEER FIREFIGHTER Jess Graber responded to a neighbor's barn fire down the road, he never imagined what would come of the barn Jess made an effort to save belonged to Woody Creek local George Stranahan, a long-time brewery owner and whiskey connoisseur. The two discovered a shared passion for the Colorado outdoors and a proper pour of fine whiskey. From this relationship Stranahan's Colorado Whiskey was born. The two developed a recipe for a distinctively smooth and flavorful American single malt whiskey using their mountain surroundings to their advantage. The beauty of hand-producing each batch of our single malt whiskey from barley to bottle, is that we have our fingerprints on the process every step of the way. Using only the finest resources, our whiskey is made from 4 ingredients: 100% malted barley, yeast, Rocky Mountain water and time in the barrel. The barrels are then hand-selected by our Master Distiller, ensuring that every batch of Stranahan's Colorado Whiskey is of the highest quality and distinction.

Notes:

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## TABLE 8

# TAILWINDS DISTILLING COMPANY

AMERICAN CRAFT DISTILLERY

-SPECIAL GUEST-

**ALYSSA RADLINGER**  
FRANK BEVERAGE GROUP

14912 S EASTERN AVENUE, UNIT 103  
PLAINFIELD, IL  
WWW.TAILWINDSDISTILLING.COM

TAILWINDS DISTILLING COMPANY is south Chicago-land's premiere Micro Distillery. Located just 30 minutes from Downtown Chicago resides the family owned and operated distillery affectionately referred to as "the hangar". The hangar is a 5000 square foot production facility with an on-site tasting room and store front shop. The fermentation, distilling, aging, blending, bottling, labeling, and packaging is completed entirely on-site, forging a truly hand crafted spirit. By distilling each spirit in small batches as opposed to larger continuous operations, the distillers are able to focus on quality during every step of the process.

Why Rum? As a Pilot, Toby Beall spent quite a bit of time in the Caribbean often sampling the local fare including the rums of each island. He was fascinated by the spirits full flavor and the lifestyle that surrounds it. Up to this point he had only been exposed to the few selections available behind every bar in the US. With a background in home brewing, Toby and his wife Jill spent five years learning everything they could about America's first distilled spirit, rum. In early 2012, Toby was joined by his brother Jamey and Tailwinds Distilling Company began operation in June of that year. With both Jamey and Toby being commercial pilots, there wasn't much debate over the name Tailwinds.

Within the first year Tailwinds' Taildragger Rum was already bringing home medals in international competitions. Yes... Real rum made in Illinois! Tailwinds' Midnight Caye (key) is one of first 100% blue agave spirits completely made inside the United States.

Notes:

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## TABLE 76



### TATTERSALL

AMERICAN CRAFT DISTILLER

1620 CENTRAL AVE NE STE 150  
MINNEAPOLIS, MN 55413  
WWW.TATTERSALLDISTILLING.COM

TATTERSALL DISTILLING COMPANY is a destination micro-distillery and cocktail room in Northeast Minneapolis, Minnesota

Notes:

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## TABLE 77



### TEMPLETON RYE

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

**JIM MULHALL**  
REGIONAL SALES MANAGER

206 EAST 3RD STREET  
TEMPLETON, IA 51463  
WWW.TEMPLETONRYE.COM

WHAT IS IN A BOTTLE OF TEMPLETON RYE? When we decided to resurrect Templeton Rye as a legally available whiskey, we wanted to match the recipe of Alphons Kerkhoff — Keith Kerkhoff's grandfather — as closely as possible. Templeton Rye uses a mash made up of 95 percent rye from Lawrenceburg Distillers of Indiana (now owned by Midwest Grain Processors) as the foundation. Along with a bottle produced from Alphons Kerkhoff's original recipe, we sent samples of that rye whiskey to independent third-party experts at Clarendon Engineering in Louisville, Kentucky. These experts formulated the recipe, within federal guidelines, to match the taste profile of the original Prohibition-era Kerkhoff recipe.

WHY NOT FOLLOW THE ORIGINAL RECIPE TO THE LETTER? We found that we could not match the recipe exactly and still call it Templeton Rye because it would not comply with federal regulations.

IS IT THIS RECIPE THAT MAKES TEMPLETON RYE SO UNIQUE? Meryl and Keith (and some folks from Templeton) tried many versions of the recipe and selected the one that best matched Alphons Kerkhoff's whiskey. Every bottle of Templeton Rye you've ever enjoyed has been made this way to deliver the taste profile of the Kerkhoff Prohibition-era whiskey made by Alphons Kerkhoff in Templeton, Iowa.

WHERE IS TEMPLETON RYE MADE? Templeton Rye is produced and bottled in our facility in Templeton, Iowa. We combine the distilled rye whiskey from our distilling partner, Midwest Grain Processors, with our proprietary formula and Templeton, Iowa, water in batches of approximately 900 gallons. Every drop has been bottled in Iowa, and the process hasn't changed since we began. Templeton Rye is not made in Indiana. Templeton Rye is made in Templeton, Iowa.

Notes:

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## TABLE 3

### TITO'S

AMERICAN CRAFT DISTILLER



- SPECIAL GUESTS -

### COURTNEY NUSS

STATE MANAGER

AUSTIN, TX

WWW.TITOS-VODKA.COM

TITO'S HANDMADE VODKA is produced in Austin at Texas' first and oldest legal distillery. It's made in small batches in an old fashioned pot still by Tito Beveridge (actual name,) a 46 year old Geologist, and distilled six times.

Tito's Handmade Vodka is designed to be savored by spirit connoisseurs and everyday drinkers alike. It is microdistilled in an old-fashioned pot still, just like fine single malt scotches and high-end French cognacs. This time-honored method of distillation requires more skill and effort than modern column stills, but it's well worth it.

Our handcrafted technique offers more control over the distillation process, resulting in a spectacularly clean product of incomparable excellence. Only the heart of the run, "the nectar" is taken, leaving behind residual higher and lower alcohols. The vodka is cleansed of phenols, esters, congeners and organic acids by filtering it through the finest activated carbon available.

Notes:

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## TABLE 9

### TOP NOTE TONIC

WISCONSIN CRAFT TONICS

- SPECIAL GUEST -

### MARY PELLETTIERI

FOUNDERS

LA PAVIA BEVERAGE INC.

MILWAUKEE WI

WWW.TOPNOTETONIC.COM

BASED IN MILWAUKEE, Wisconsin, founders Mary Pellettieri and Noah Swanson have drawn upon their collective experience to start a company that will change the way people think about and enjoy sodas and tonics. Top Note Tonics are the brain-child of Mary who holds a BS in Botany and who has learned her craft working for 22 years in the craft beer business. The path to Top Note Tonic was through the hobby of home brewing. After 20 years of being away from home brewing, Mary picked up the practice again in 2011, interested in making an herb beer. She began to research the world of bitter inducing herbs outside of hops.

Notes:

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## TABLE 14



# TRAVERSE CITY WHISKEY

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

## JARED RAPP

201 E 14TH ST.,  
TRAVERSE CITY, MI 49684  
WWW.TCWHISKEY.COM

IF THERE'S A "Story in Every Bottle" of Traverse City Whiskey, and storytelling is an art, then consider us Ernest Hemingway and our whiskey is Three Stories and Ten Poems - seriously, you should try it. Traverse City is where we're from; a quaint, authentic city in Northern Michigan that has become synonymous with enjoying life (and whiskey), an active lifestyle and a retreat where timeless memories are made. Our culture is a reflection of the area and we're on a mission to produce the smoothest, greatest whiskey possible.

Here at the Traverse City Whiskey Co., we've worked hard to reconstruct the recipe that's been lingering in one of our family heirlooms for three generations. In February 2015 we finished construction on our 2,400 sq. ft. distillery and tasting room located in downtown Traverse City where we will start producing the best whiskey available using our family's formula and the techniques derived directly from my great-grandfather's patents.

To jump-start the production process, we partnered with a master distiller here in the Midwest who worked with us to construct our current taste profile. Behind the scenes we've been breaking ground on our family farm and have begun planting the necessary corn, barley and rye to properly reconstruct this whiskey masterpiece. Our new American oak barrels are aged on-site until they've matured for at least four years, at which point we hand bottle and label every batch individually. Stay tuned for updates about our distillery—tours are officially available!

Notes:

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## TABLE 32

# TRAVIS HASSE DISTILLING Co.

WISCONSIN CRAFT DISTILLER



- SPECIAL GUESTS -

## TRAVIS HASSE OWNER

7071 KICK A BOO RD  
WAUNAKEE, WI 53597  
WWW.DRINKPIE.COM

THE TRAVIS HASSE Distilling Co was born out of tradition in the historic Missouri Tavern outside of Madison, WI.

**Travis Hasse Apple Pie:** Various types of apples, special spices, cinnamon and the finest neutral grain spirits come together to produce the aromatic nose and heady flavor of Travis Hasse Apple Pie Liqueur. 40 Proof 20% alcohol

**Travis Hasse Cherry Pie** gets its rich, mouth-watering cherry pie flavor from the marriage of maraschino cherries, a hint of vanilla and the finest neutral grain spirits. 30 Proof 15% alcohol

**Travis Hasse Cow Pie Liqueur** is a delicious blend of chocolate, caramel, vanilla and real Wisconsin Dairy Cream with a Rum Base. Chocolate is nice subtle flavor followed by the sweetness of caramel and vanilla. 30 Proof 15% alcohol

Notes:

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## TWISTED PATH DISTILLERY

AMERICAN CRAFT DISTILLER

- SPECIAL GUEST -

**BRIAN SAMMONS**  
FOUNDER/DISTILLER

LINCOLN WAREHOUSE  
2018 SOUTH 1ST ST  
MILWAUKEE, WI 53207  
WWW.TWISTEDPATHDISTILLERY.COM

WE ARE A certified organic, grain-to-glass distillery in Milwaukee's Bay View neighborhood. In building our distillery and developing our spirits, we evaluated every step with one goal in mind: make it taste great. This means never compromising quality for efficiency. We start with premium organic ingredients, and in small, careful, slow batches, we make spirits that showcase the quality of those ingredients.

We currently produce and sell Organic White Rum, Dark Rum, Barrel Proof Dark Rum, Gin, 80 Proof Vodka and 100 Proof Vodka. We also produce Barrel Rested Gin, Hopi Blue Corn Bourbon, and Rye Whiskey which will be released in the coming months and years.

We will be pouring the following:

**Organic Gin** (92 proof, 750ml) - MSRP \$30

-Our gin features a unique 11-botanical blend including honeybush, cinnamon and vapor-infused hops which impart a complex flavor profile and soft, round mouth-feel.

**Organic Vodka** (80 proof, 750ml) - MSRP \$30

-Distilled from a mash of organic soft red winter wheat grown by Dolan Farms in Dodgeville, WI, our vodka retains a subtle hint of its quality ingredients achieving a delicate balance between neutrality and character.

**Organic Overproof Vodka** (100 proof, 750ml) - MSRP \$35

-A higher proof version of our standard organic vodka, Overproof provides two distinct advantages: less dilution of alcohol content in cocktails and faster and brighter flavor extraction when crafting infusions.

**Organic White Rum** (90 proof, 750ml) - MSRP \$30

-Distilled from a mash of organic Paraguayan sweet molasses, our pot distilled white rum is light-bodied but distinctively full flavored.

**Organic Dark Rum** (90 proof, 750ml) - MSRP \$35

-The barrel aged counterpart to our white rum, our dark rum is aged in single-use rye whiskey barrels, adding incredibly complex character and depth to our already flavorful rum.

### Tasting Room & Tour Info:

Our tasting room, Dock 18 Cocktail Lab, has an ever-changing menu of unique craft cocktails devised and made by Bittercube. Entrance to the distillery and tasting room is accessed through a buzzer at the glass door just south of loading dock 17.

Distillery tours are available on Saturday from 1 - 9 pm and tickets can be purchased at <http://bit.ly/TPDtour>.

Notes:

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## TABLE 22

# VIKRE DISTILLERY

AMERICAN CRAFT DISTILLER

525 SOUTH LAKE AVENUE #102

DULUTH, MN 55802

WWW.VIKREDISTILLERY.COM

VIKRE DISTILLERY IS a small craft distillery located in Duluth, Minnesota, adjacent to the aerial lift bridge that raises to allow ships in and out of the world's farthest-inland seaport.

Generations ago, our Norwegian ancestors discovered a familiar beauty in the Northwoods of Minnesota. In its pristine wildness they felt at home. Vikre (veek-ruh), our family name, means "the people of the bay," once in Norway, now on the narrow Western tip of Lake Superior.

We forage the Northwoods of Minnesota for wild botanicals; we use local grains, handcrafted oak barrels, and the clean, cold water of Lake Superior. Distilling the essence of this great watershed into the finest spirits possible is our passion. Doing so authentically and creatively, from scratch, is our vocation.

Products We're Sampling:

Boreal Juniper Gin:

A spicy interpretation of the traditional London dry. Strong juniper notes backed up by coriander, citrus, and rhubarb grown in our backyard. Wine Enthusiast top 100 spirits of 2015. 94 points.

Boreal Spruce Gin:

The Christmas of gins. Infused with spring-foraged spruce buds and a variety of piney herbs like lavender, rosemary, and sage, in addition to traditional gin botanicals. Wine Enthusiast 94 Points

Boreal Cedar Gin:

Our most innovative gin. A tea of Hawk Ridge sumac, infused with black currants, grapefruit peel, ginger and cinnamon, finished with toasted red cedar wood.

Øvrevann Aquavit:

Aquavit, meaning "water of life," is the quintessential Scandinavian spirit, flavored with dill or caraway. Ours is infused with caraway, and rounded out with the spices of northern baking.

Voyageur Aquavit:

A Northwoods take on a Nordic tradition. Voyageur Aquavit is delicately spiced with caraway, cardamom, and orange peel. Aged in a cognac cask for over a year.

Notes:

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## TABLE 2

# WESTERN SPIRITS

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

**STEVE MULVEY**

WI STATE MANAGER

BOWLING GREEN, KY

**WESTERN SPIRITS**

*Beverage Company*

- Began in 2009 – Bowling Green, KY
  - Makers Of:
- Bird Dog Flavored Whiskies
- Bird Dog Small Batch Bourbon
- Bird Dog 10 Year Old Bourbon
- Calumet Farms Bourbon
- Lexington Bourbon



**WESTERN SPIRITS**  
*Beverage Company*

## TABLE 10

# WHISTLE PIG

AMERICAN CRAFT DISTILLER

- SPECIAL GUESTS -

**TAYLOR HANSEN**

MIDWEST REGION BRAND STEWARD

[WWW.WHISTLEPIGWHISKEY.COM](http://WWW.WHISTLEPIGWHISKEY.COM)

WHISTLEPIG BEGAN WHEN Founder & Chief Steward of the Brand Raj Peter Bhakta purchased the farm in 2007. After a few years of deep consideration and personal reflection he decided to pursue his dream of having an aged Rye Whiskey company. With help from Master Distiller Dave Pickerell they discovered and purchased an incredible stock of blending whiskey in Canada that was being profoundly misused.

Located in a 150-year-old renovated dairy barn, WhistlePig's distillery is the culmination of five diligent years. Opened in 2015, we distill 7 days a week in our unique copper pot still designed by world-renowned Master Distiller Dave Pickerell. This momentous undertaking has set the stage for the upcoming release of WhistlePig Triple-Terroir whiskeys in the near future.

Notes:



## TABLE 78

# WHITE WINTER DISTILLERS AND WINERY



WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

**JON & KIM HAMILTON**  
OWNERS

68323A LEA STREET  
IRON RIVER, WI 54847  
WWW.WHITEWINTER.COM

ESTABLISHED 1996, WHITE Winter Winery, Iron River, Wisconsin, celebrated 20 years in 2016! We produces high quality hand crafted meads, cider and spirits using locally produced pure Wisconsin honey and fruit whenever possible. Mead is the oldest fermented beverage in the world made from honey. The three spirits we are pouring at Distill America follow this 20 year tradition of using what our neighbors produce to make a great product. It helps them, it helps us, it's environmentally and ethically sound, and you, the consumer, know exactly what you are drinking, where it comes from, how it's made, and that every purchase stays in the community and supports a family farm (and distillery!). These are available only at the winery, produced in small runs from our base meads. See web site for listings.

**Divine Fire** - Distilled from our blueberry mead, a white spirit, for all intents an eau de vie or unaged brandy. Hints of honey and blueberry on the nose and palate

**Apple Mist** - Distilled from our hard cider and honey meads and laid on apple wood for a full circle experience. Very light, hints of apple and marshmallow

**Shadow Mist** - Distilled from our black currant and honey meads and laid on oak. Most like a traditional grape brandy but with very unique flavor profiles from the honey and black currant, smooth, layered notes of caramel, vanilla, and fruit.

Notes:

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## TABLE 70



# WILD TURKEY

KENTUCKY LEGEND DISTILLER

1535 TYRONE RD.

LAWRENCEBURG, KY 40302

WWW.WILDTURKEYBOURBON.COM

ON JUNE 5, 1981, Edward Freeman Russell, the youngest of the three Russell children of Lawrenceburg, Kentucky, joined the family business as he took his spot on the lowest rung of the ladder at the Wild Turkey Distillery. Learning the Bourbon-making trade the way his father had before him, he was put through the paces taking on menial jobs that may have seemed irrelevant to the process then, but were everything to understanding the Wild Turkey way. The rest, as they say, is history.

Now, with 34 years of experience under his belt, “Eddie” knows a thing or two about Bourbon. As the son of legendary Master Distiller Jimmy Russell, and the third generation Russell to work at the Wild Turkey Distillery in Lawrenceburg, Kentucky, Eddie Russell is of an unmatched pedigree in the Bourbon industry. Like his father, Eddie is involved through the entire distillation and aging process of Wild Turkey Bourbon, ensuring every bottle meets the exacting whiskey standards set forth by their predecessors.

Russell began his career at the distillery as a relief operator, eventually becoming a supervisor of new production and then a warehouse supervisor. After two decades in the business, he assumed the position of manager of barrel maturation and warehousing. In this role, he collaborated with his father to create Russell’s Reserve 10 Year Old, an award-winning small-batch Bourbon that serves as testimony to the family’s heritage of distilling craftsmanship and tradition. Eddie’s Bourbon legacy also includes the introduction of Wild Turkey 81, premium bourbon that can stand up to any mixer or in any cocktail with the bold, spicy taste that is distinctively Wild Turkey.

Most recently, Eddie has led the charge on groundbreaking innovations for Wild Turkey, American Honey Sting and Wild Turkey Forgiven – which was awarded the Chairman’s Trophy at the Ultimate Spirits Competition. With the worldwide boom in Bourbon consumption, Eddie has his eye squarely on creating new whiskey expressions that appeal to a globally expanding consumer base, while cultivating Wild Turkey’s core expressions.

Notes:

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## WOLLERSHEIM DISTILLERY

WISCONSIN CRAFT DISTILLER

- SPECIAL GUEST -

**TOM LENERZ**  
DISTILLER

&

**COURTNEY JONES**  
**MATTHEW HIEL**

7876 WISCONSIN 188  
PRAIRIE DU SAC, WI 53578  
WWW.WOLLERSHEIM.COM

THE IDEA OF brandy production is not new to Wollersheim. Historical records dating back to the 1800s reveal a tradition of both wine and brandy making on the property that is known today as Wollersheim Winery & Distillery. After Prohibition was repealed in 1933, Wisconsin law prohibited wineries from making spirits, but that changed in 2009 with legislation that allowed production of spirits at Wisconsin wineries. In December of 2010, owner and winemaker Philippe fired up Wollersheim's first modern day copper pot still, beginning with estate-grown and fermented wine and ending with six barrels of Wollersheim's first batch of Coquard Brandy.

Philippe's son-in-law Tom Lenerz has since joined the family business and is now distilling Coquard Brandy along with other spirits in the Wollersheim's new distillery, which opened in August 2015. Everything from milling and fermentation to distilling and barrel aging is done on-site, and future spirits such as additional brandies, whiskey, and bourbon are already aging in barrels.

At Distill America, Wollersheim Distillery is tasting the 3rd batch of its all-Wisconsin Coquard Brandy, 1876 Press House Brandy, and Aged Apple Brandy, along with Garden Gate Gin and Dancehall Absinthe Blanche, both of which are made with locally-grown grains and botanicals. Wollersheim Distillery takes pride in fermenting and distilling on-site all of their family-crafted spirits. Santé!

Notes:

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## TABLE 66

# WOODY'S NORTHWOODS

AMERICAN CRAFT DISTILLER

COLUMBUS, OH

//TWITTER.COM/ENJOYWOODYS

APOLLO BEVERAGES, AN Ohio-based business, has launched their new line of bourbon cream liqueurs under the Woody's Northwoods brand. These are: Original Bourbon Cream Liqueur, Honey Bourbon Cream liqueur and Maple Bourbon Cream Liqueur. The rise of brown spirits is one of the dominant stories in the overall U.S. spirits market, the company says, with sales of Tennessee whiskey and bourbon expanding their already large shares, increasing by almost 8% year over year in 2015. The other key trend is the growth in flavored alcoholic beverages, the company adds, as flavored new product introductions in the Whiskey category have resulted in triple digit gains.

"We feel the combination of Bourbon and some of the fastest growing flavors in the beverage alcohol category creates a winning combination for the Woody's brand"

The Woody's Northwoods range of liqueurs is crafted at the St. Petersburg Distillery and bottled at 13.5 % alcohol (27 proof) by Apollo Beverages of Columbus, Ohio. All three expressions are made from a blend of real dairy cream and bourbon whiskey that are aged in new charred, American white oak barrels.

Notes:

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## TABLE 23

# WYOMING WHISKEY

## BRETT BAUER MIDWEST MANAGER

KIRBY, WYOMING

WWW.WYOMINGWHISKEY.COM

WYOMING. FAMILY. WHISKEY. IN THAT ORDER. We're not owned by some beverage giant or traded on the Big Board. We are independent, family-owned whiskey makers with a world-class distillery in the Big Horn Basin of Wyoming. Our company and products are a collaboration between our partners and 97,818 square miles of Wyoming. The state defines us; it's in our blood and in our whiskey.

Notes:

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# THANK YOU

## YOUR ATTENDANCE

### HELPS SUPPORT

## THE WISCONSIN

## DISTILLERS GUILD

**W**ISCONSIN'S SMALL DISTILLERS face many challenges including government regulation and taxation issues, and misconceptions of safety. We believe that there is a great lack of understanding of spirits when compared to other types of alcoholic beverages and hope to become a reference to dispel some of these misunderstood issues.

45th Parallel Spirits, LLC— New Richmond

Aepeltreow Winery & Distillery— Burlington

Central Standard— Milwaukee

Chippewa River Distillery & Brewery — Chippewa Falls

Door County Distillery— Sturgeon Bay

Great Lakes Distillery, LLC— Milwaukee

Great Northern Distillery— Plover

Hendricks Family Distillers, LLC— Omro

Henry Farms Prairie Spirits, LLC— Dane

Infinity Beverages— Eau Claire

Jamestown Distillery — Kieler

Northern Waters Distillery, LLC— Minocqua

Northwoods Distillery— Coleman

Old Sugar Distillery— Madison

Perlick Distillery — Sarona

St. Croix Spirits, LLC— New Richmond

Twisted Path Distillery— Milwaukee

White Winter Winery & Distillery— Iron River

Wollersheim Winery & Distillery— Sauk City

Yahara Bay Distillers, Inc— Fitchburg

[WWW.WISCONSINDISTILLERSGUILD.COM](http://WWW.WISCONSINDISTILLERSGUILD.COM)

## TABLE 60



# YAHARA BAY

WISCONSIN CRAFT DISTILLER

- SPECIAL GUESTS -

## LARS FORDE

HEAD DISTILLER

6250 NESBITT RD.  
FITCHBURG, WI 53719  
WWW.YAHARABAY.COM

WHEN NICK QUINT told people that he wanted to come out of retirement at age 61 and build Madison's first Distillery, people laughed at him, including the people at the bank. But despite people's discouragement, Quint's business savvy told him that the demand for micro distilleries might mirror the demand and growth microbreweries had experienced in the early 2000s. So, setting out to prove everyone wrong, Nick began teaching himself the ins and outs of distilling and in 2007, Quint invested his life savings and started Madison's first distillery (the 2nd one in the state of WI)-Yahara Bay Distillers.

The distillery started slowly with only a handful of products, but soon began to grow thanks to help from friends, family and volunteers. With Quint's stepson and head distiller, Lars Forde at the helm of the still and wife/co-owner, Catherine Quint, running the distillery art gallery, Yahara Bay began to become more than just a family-run Madison based company. In 8 short years, Yahara Bay has gone from producing 3 products to over 40. They distribute to 20 different states, and have one of the largest import bottling business in the Midwest.

Although YB spirits can be found in places like the Mall of America and the Venetian resort in Las Vegas, the company has never lost sight of its local roots. Madison will always be YB's home. Each spirit is still crafted one batch at a time, using local ingredients. Labels are often hand applied and some even signed by our distillers.

Yahara Bay's growth can be attributed to their hard work and a few simple concepts: using local ingredients, never compromising quality or integrity, consistently having a strong commitment to the community, and most importantly, working together as a family (3 Generations Strong!).

Yahara Bay Distillery Tours are conducted daily, Tuesday-Saturday and are \$8/each. Tours include a behind the scenes look at distilling, one of the nation's largest import bottling operations in the U.S. and a sampling from over 20+ handcrafted spirits. The tour lasts around 1 hour, where guests will learn the history of the company, the ins and outs of distilling as well as taste why small batch distilling is a healthier and preferred method of spirit production. Visitors will also be taken through our local art gallery and be given a souvenir glass to take home. Please check our calendar for available tour times.

Notes:

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*The Spirit of Madison™*

CELEBRATING  
*Years*

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**YaharaBay**

*yaharabay.com*

*6250 Nesbitt Rd. Fitchburg, WI 53719*

# DISTILL AMERICA

## TASTE IN STYLE

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44 NORTH.....	20	JOURNEYMAN .....	79
45TH PARALLEL .....	49	KOVAL .....	31
48 OPEN.....	48	LEATHERBEE .....	30
AEPPEL TREOW.....	16	LUXCO .....	36
ALLTECH .....	54	MISSISSIPPI RIVER DISTILLING ..	75
BEAR CAT .....	18	NESSALLA KOMBUCHA.....	53
BIG GIN.....	43	NEW HOLLAND.....	68
BITTERCUBE .....	33	NORTH SHORE DISTILLERY ...	45
BLAUM BROTHERS.....	55	NORTHERN WATERS.....	40
BRECKENRIDGE.....	1	OLD SUGAR .....	25
BROWN FORMAN.....	50	PRAIRIE ORGANIC.....	35
BULLEIT .....	59	QUINCY STREET .....	7
CENTRAL STANDARD .....	63	REAL RUSSIAN.....	69
CHARRED OAK WHISKY.....	26	RHINE HALL.....	17
CHATHAM BRANDS.....	37	RÖKKER .....	57
CHICAGO DISTILLING .....		SAN LOUIS DISTILLING .....	38
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