



LIMITED **B** EDITION

BROKEN
BARREL
WHISKEY²⁰₁₉

PRESS RELEASE

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INFUSE SPIRITS REBRANDS
ITS WHISKEY BRAND
UNDER NEW NAME
BROKEN BARREL WHISKEY,
COMMENCING WITH
THE LIMITED-EDITION
SINGLE OAK SERIES

**FOR IMMEDIATE RELEASE
LOS ANGELES, CALIFORNIA,
SEPTEMBER 2019**

Infuse Spirits Group, the first and only single-bottle infusion company and the spirit industry's most popular craft infusion company, is excited to announce the rebranding of its whiskey portfolio under the aptly named **Broken Barrel Whiskey Co.**

When Infuse Spirits first expanded its portfolio to include a Kentucky Bourbon titled Broken Barrel Bourbon, followed by the gold-medal winning Heresy Rye Whiskey, both delivered a message and method that became instantly discernible from Infuse's Vodkas and Bitters. Whereas Infuse Spirits continues to steep its ingredients in the single-bottle infusions, Broken Barrel and Heresy finishes and matures its whiskey with French oak, ex-bourbon cask, and ex-sherry cask staves in tanks before filtering and bottling. This not only separates the two brands by process and style but illustrates how **Broken Barrel Whiskey** is unapologetically different from other whiskeys. Similar to a mash bill, and equally as important, the company has coined and uses the **Oak Bill** process—the composition and selection of various oak barrel staves used to finish the products—which defines its whiskey.

In this way, “the whiskeys follow its own path and seeks to create a household name by adhering to principles of innovation, boundary-crossing, and unapologetic authenticity. By adding the oak to the whiskey, not the whiskey to the oak, we have created something truly different,” says Founder and Creator Seth Benhaim.

With the rebranding of the whiskey company, Broken Barrel is pleased to announce the release of three (3) limited edition **Single Oak Whiskeys**, with a MSRP of \$50. A one-of-a-kind, limited bottling (6,600 bottles of each) of its Single Oak Series will offer three distinct expressions of oak-infused whiskeys:

- **Mizunara** (50% ABV, 750 ml), a blend of five-year-old Kentucky and four-year-old Indiana corn whiskeys married with rare Mizunara Oak from Japan;
- **Isle Of Peat** (55% ABV, 750 ml), a blend of American wheat and single-malt whiskeys married with peated Islay Scotch barrels; and
- **Cask Of Amontillado** (55% ABV, 750 ml), a blend of 12-year-old American whiskey and five-year-old Kentucky corn whiskey married with aged Amontillado sherry barrels.

As Benhaim explains, “We deliver one-of-a-kind collaborations by maturing American whiskey with rare oak from around the world. Each barrel gives the whiskey a unique, rich, and complex taste and character not commonly found in American whiskey.”

The Single Oak Series has already won a few authoritative awards. At this year’s San Francisco World Spirits Competition, Isle of Peat received a Double Gold Medal in the “Wheat Whiskey” category and Cask of Amontillado took home a Silver Medal in the “Other Whisk(e)y” category. All three limited-edition expressions will be available in October 2019.

Broken Barrel Whiskey Company’s award-winning line of products are currently sold in 36 states throughout the United States.

For more information, follow Broken Barrel Whiskey on

- Facebook (www.facebook.com/Broken-Barrel-Whiskey-109383450448828/),
- Twitter (@BrokenBarrelW), and
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