



FOR IMMEDIATE RELEASE

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DISTILLERY 291 ADDS THREE NEW AWARDS TO ITS LIST OF ACCOLADES

95.5 Liquid Gold, Gold and People's Choice Awarded to Distillery 291

COLORADO SPRINGS, COLO • November 14, 2016 – Distillery 291 announces the addition of three new awards in October, 2016.

In October, 2016, Jim Murray's Whisky Bible awarded Distillery 291 a liquid gold rating of 95.5 for its "E" (Experimental) batch #1 Colorado Rye Whiskey. Jim Murray's point system tops out at 97 points, bringing this whiskey close to pure liquid gold.

"The creative process is very exciting and important to us when discovering new flavor profiles. We are an untraditional distillery with our methodology and use our "E" line to put new ideas to the test," said Michael Myers, founder of Distillery 291.

"E" batch #1 Colorado Rye Whiskey is a rye malt mash, aged less than 2 years and aspen stave finished in American oak barrels. 63% (126.1 proof)

Jim Murray describes the "E" batch #1 Colorado Rye Whiskey as, *"a dream rye aroma: malted rye at its most rich and thorough with no loss to its fruitier aspect. Big and beautiful; profound, grab-the-arm-of-your-chair delivery. The grain dominates over the oak in no uncertain terms and the sheer crunchiness of the rye is matched only by its concentrated flavour intensity. Needless to say, spices are soon being launched from every direction; a gorgeous dark chocolate mousse has rye stirred into it; the nose promises something quite immense. And not for a second does it let you down. A whiskey which needs not just a knife and fork, but a carving set, too...Bravo Distillery 291!"*

In addition to Jim Murray's liquid gold rating, Distillery 291 was awarded two medals at the 2016 Breckenridge Craft Spirits Festival. For the third year in a row, Distillery 291 received the event's top prize, the People's Choice Award. Distillery 291 Bad Guy Bourbon was also awarded a Gold in the Bourbon category.



“We are ecstatic with our recent awards and grateful that we are able to share our whiskey with so many people. We put our heart and soul into producing the very best Colorado whiskey, and are honored to be recognized with such distinguished placements.” Myers stated.



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About Distillery 291

Founded in 2011 in Colorado Springs, Colorado, Distillery 291 produces distinctive grain to barrel to bottle whiskey. The young distillery has earned national and international recognition for its spirits with unique character and flavor of a bygone era earning many awards. Distillery 291 embodies traditions of the past and marries them with the boldness of the future: rugged, refined and, rebellious.

List of Distillery 291 Accolades

Best American Rye without age statement in the World Whisky Awards in London, United Kingdom: 291 Colorado Whiskey, 2016.

Double Gold in the San Francisco International Spirit Competition: 291 Bourbon Whiskey, 2016.

Gold in the Denver International Spirit Competition: 291 Colorado Bourbon Whiskey, 2016.

Gold in the Denver International Spirit Competition: 291 Colorado Whiskey, 2016.

People's Choice Awards in the Breckenridge Craft Spirits Festival, 2014, 2015, 2016.

Gold in Breckenridge Craft Spirits Festival: Bad Guy Bourbon, Bourbon Category, 2016.

Gold in the International Beverage Tasting Institute, DECC liqueur, 2015.

95.5 Liquid Gold rating in Jim Murray's Whisky Bible for "E" Batch #1 Colorado Rye Whiskey