



FOR IMMEDIATE RELEASE

July 20, 2016

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Distillery 291 Announces Special Release: 291 High Rye Colorado Bourbon Whiskey

Newest seasonal bourbon has a higher rye grain content than 291 Colorado Bourbon

COLORADO SPRINGS, COLO • July 20, 2016 – Distillery 291, known in Colorado for exceptional whiskey, announces the release of its newest limited seasonal bourbon whiskey. The 291 High Rye Colorado Bourbon Whiskey showcases a unique grain bill of 67% corn, 32% malt rye and 1% malt barley. The high percentage of rye gives this bourbon whiskey a hint of caramel and cinnamon on the nose and a finish of maple syrup.

“This is a bourbon you’ll want to sip neat or on the rocks. 291 High Rye gives you the sensation of the taste after you eat french toast, and you want it to last forever,” said Michael Myers, owner and founding distiller of Distillery 291.

Bottles will be for sale in the Distillery 291 tasting room and in select Colorado liquor stores. This is a limited and seasonal release and bottles are expected to rapidly sell out. On July 27th from 5pm-11pm in the tasting room, samples will be available as part of the 291 tasting flight.

“We accidentally stumbled upon this recipe,” said Myers. *“Our assistant distiller, at the time, asked me how much rye to use and I thought he meant corn so the rye was doubled. The result was better than we could have imagined, and now we’re proud to have it as a seasonal offering,”* explained Myers.



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About Distillery 291

Founded in 2011 in Colorado Springs, Distillery 291 crafts grain-to-bottle whiskeys that honor great American traditions while also paying tribute to their Rocky Mountains by finishing select whiskeys with toasted staves from local Colorado aspen trees. Distillery 291 has won numerous awards and medals such as, “Double Gold” in the 2016 San Francisco International Spirits Competition, “Best American Rye Whiskey, No Age Statement” in the 2016 World Whiskies Awards, and “People’s Choice” two years running at the Breckenridge Craft Spirits Festival, among others. Their spirits include: 291 High Rye Colorado Bourbon Whiskey, 291 Colorado Whiskey, 291 Colorado Bourbon Whiskey, 291 American Whiskey, 291 White Dog Rye Whiskey, 291 Fresh, and The Decc, a citrus and clove liqueur.