

CASA NOBLE

FINE TEQUILA

Pepe Hermosillo

JALISCO, MX

BRAND STORY

Casa Noble Tequila started in the 1700s with our founder's eighth-great-grandmother, who married the brother of Pedro Sanchez de Tagle, who is widely recognized as the first person to officially make tequila.

His family acquired an estate in Tequila and produced tequila for the next 300 years. Cenobio Sauza then purchased the property, making Founder's family one of the most relevant names in tequila history along with Cuervo, Martinez and Madrid.

When our founder and Maestro Tequilero, Jose "Pepe" Hermosillo, began his quest to craft the world's finest tequila in 1992, he did so by honoring proven traditions passed down through seven generations of celebrated tequila makers. He started small as our first production consisted of only 10 cases, which everyone enjoyed and finished at a party in the distillery with family and friends. Now we keep the small batch process as part of our DNA.



MAESTRO TEQUILERO

Jose “Pepe” Hermosillo

He is the **founder** and **Maestro Tequilero** of Casa Noble. As the visionary behind Casa Noble’s award-winning and sophisticated taste, Pepe pushes the boundaries of his craft while honoring family traditions passed down through **seven generations of celebrated tequila makers**.

In his role at Casa Noble, Pepe oversees the brand’s innovative yet traditional production methods as he implements new ideas and concepts into forward practice. **From the triple-distillation method to the use of French oak barrels and the latest Single Barrel varieties**— Pepe has evolved and advanced the tequila-making process with passion, conviction and integrity.

In collaboration with the Tequila Regulatory Council, Pepe helped establish the revolutionary Single Barrel category, encouraging a unique approach embraced by other distillers. Additionally, alongside partner Carlos Hernandez, Pepe developed Tequila Riedel Glass— an elegant line of exclusive tequila glasses designed to highlight the finest characteristics of the spirit.





TERROIR

LOS ALTOS

Agave grown in the northeastern region of Jalisco, commonly known as Los Altos (Arandas , Tepatitlan , and Atotonilco), can be differentiated by its rich blue green color. The plants are sticky, hold more water in the core, usually show “stretch” marks on the leaves, and are very soft to the touch. The region is cooler and more humid, with rains 4 5 months a year. The terrain is fairly flat, with a signature red, iron rich clay soil. Some of the most relevant brands coming from this region are Patron, Don Julio, Cazadores , Tesoro de Don Felipe, and Milagro.

TEQUILA VALLEY

Agave that grows in the Tequila Valley on the central/western side of Jalisco (Arenal , Amatitan , and Tequila), have a more intense, vegetal aroma, with clean, herbaceous, herbal, mineral, and sometimes, sweet corn characteristics. This area has extreme variations in temperature, less consistent rainfall, and pronounced variations in altitude and soil composition. More agave is grown on hillsides. Brands coming from this area include Casa Noble, Fortaleza, Cuervo , 1800, Herradura, and Sauza.

CASA NOBLE’S ESTATE TERROIR

Our agave is grown in a single, high-altitude estate on the southwestern tip of the Tequila Valley region. It’s hot and dry, with silica rich volcanic soil on steep hillsides. The combination of these elements creates a unique terroir. Our terroir, along with production details like triple distillation or how we shave the piñas during harvest, for example, all differentiate the flavors and aromas of our tequila.



FARMING

We grow our **100% Blue Weber Agave** at our Estate located in Uzeta. The unique characteristics of this estate are volcanic soil, high elevation, and climate. It's a hot, dry place where agave has to fight to survive. This struggle develops strong fibers in the agave, which create the unique character of our tequilas.

The criteria that determine whether an agave is fit for Casa Noble include maturity level, age (10–11 years), water content, and most importantly, sugar content levels.

Few tequila brands have sustained longer efforts or provided more tangible evidence of a commitment to preserving product integrity and environmental awareness than Casa Noble.

- **ORGANIC CERTIFICATION BY CCOF & USDA**

- We are the first tequila brand to be certified by CCOF
- Never using chemicals in our agave fields/crop
- Full traceability from field to bottle
- One of only two brands that are both crop and process certified
- Industry leading composting program using only tequila production waste



- **ZERO SPILLAGE**

- Water wells on property provide all the water we need for the production
- All solid and liquid wastes are used for our composting program

- **KOSHER CERTIFICATION**

- Strictly compliant to product integrity and rigorous facilities evaluation
- No additives (artificial flavors, colors, sweeteners, or glycerin)
- Certification includes barrels used for aging



WATER

The quality of the water directly affects the quality of the tequila. It takes approximately 10 liters of water to produce 1 liter of 100% agave tequila.

Casa Noble is one of the few tequila distilleries with a steady source of natural, clean water. We source from four deep-water wells located on our Estate.

WE USE WATER TO:

- Generate steam to cook the agaves in our ovens
- Dilute the juices extracted from the cooked agaves, so they can be fermented
- Cool the walls of the stainless-steel fermentation tanks
- Create steam to heat the pot stills for distillation and our cooling process
- Dilute the tequila down from 57% to 40% Alc. Vol.

Water has a direct effect on flavor and aromas during cooking, fermentation, and distillation, but it has the greatest effect during dilution when it is directly mixed in cold with tequila. We double-distill this water before use to eliminate minerals and other elements that may tarnish the tequila.

Using our own estate water, rather than water that has been transported in containers, reduces the risk of contamination caused by trace amounts of algae, rust, soap, chlorine, or other substances that are used to clean the containers.





COOKING AGAVE

Complex sugars found in raw agave, like polycarbohydrates and inulin, must go through a process called hydrolysis to transform them into simple sugars, a form that allows fermentation. There are three main agave cooking methods, but **Casa Noble uses only stone ovens to achieve the best quality.**

STONE OVENS

- Very slow cooking process, up to 36 hours, using steam
- Average temperature of 92° C
- Yields sweet, rich, vegetal notes
- First six hours create bitter honeys that we discard
- Remaining cooking time yields sweet honeys, used to enrich our fermentation
- The ovens are set to cool with a ventilator
- Juice extracted is very rich and complex, with sweet aromas

AUTOCLAVES

- Uses pressure to cook the agave cores in about 8 hours
- Preferred method for higher-volume tequila producers
- Creates green-tasting honeys that cannot be drained
- Juice extracted from autoclave-cooked agave is greener, with sweet and tart caramel

DIFFUSERS

- Cuts cooking time to just 2 hours
- Aimed at efficiency and used only by the largest companies in the industry
- Uses hot water to wash the shredded agave fibers
- Cooks the resulting juice with chemicals, saving a lot of time
- Juice extracted is more neutral, acidic, and intense, with leather notes and bitter accents

EXTRACTION & FERMENTATION

Extraction methods play a critical role in aroma and flavored development during tequila fermentation. Once extracted, the juice, called *mosto* or *wort*, is diluted and prepared for yeast fermentation. The character of this juice depends, in large part, on how it is extracted. There are several methods like tahona, shredder/roller and hybrids, some more intrusive than others.

For best quality, Casa Noble uses a proprietary screw mill to extract juices from the cooked agave. The Casa Noble screw mill is a less aggressive method that squeezes the fibers, yielding a cleaner juice with lower methanol content.

In tequila-making, there are several methods of fermentation, including open or closed tanks, adding fibers, use of additives, cultured yeast inoculation, and others. This influences the amount of time required to convert sugars into alcohol.

Casa Noble uses 100% natural fermentation by native, airborne yeasts, resulting in a slow fermentation that takes from three to five days. This process allows us to capture more complexity in our flavors and aromas.





DISTILLATION

Distillation is the extraction of alcohols by evaporation and condensation. Because alcohols boil at lower temperatures than water, they evaporate first, leaving the water behind. Altitude alters boiling points, so the temperature of the stills must be adjusted to local elevation.

ALEMBIC POT STILLS: Casa Noble exclusively uses this ancient method because it allows for a slower, more precise distillation. Fewer distilleries are using this method.

COLUMN STILLs: A continuous process which is basically a tall evaporation tower with plates inside that collect alcohols condensed at specific locations, saving a lot of time. The widespread use of column distillation made it necessary to amend the NOM, which demanded that tequila be distilled at least twice.

Distillation is where the main aromatic character of a tequila is achieved. The aromas are classified into seven categories that range from metallic to chemical, herbal, etc. The master distiller determines where to cut the heads and tails for every batch.

At Casa Noble, for every 18,000 liters of fermented mosto, we obtain less than 900 liters of tequila after the third distillation is completed.

BARREL SELECTION

THE STORY OF OUR EXCEPTIONAL NADALIE BARRELS

The Casa Noble Journey is an adventure that takes our Founder beyond the boundaries of the Tequila producing regions in Mexico. This experience happened in March 2017 when Pepe Hermosillo visited France to personally select the trees that would be used for our next barrel selection. The Nadalié Tradition, made entirely with wood from the Bertranges forest, whose unique and exclusive properties are widely recognized in the industry. **The result of this expedition, are 34 exceptional barrels that took 3 years to find their way into the Casa Noble aging facility**, located in our distillery in Tequila, Jalisco, Mexico.

BERTANGES FOREST

Located in an area between the Loira, Nièvre and Mazou rivers, where undulating grounds of chalky soil are the norm, nested in a triangular zone limited by Nevers, La Charité sur Loire and Prémery, situated in central France.

THE SOIL

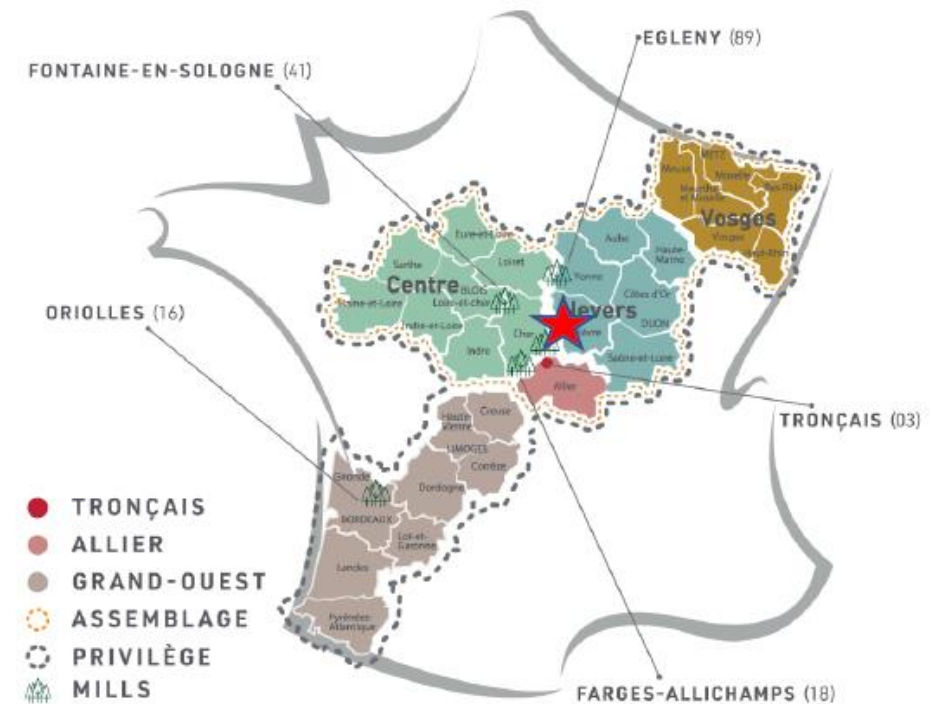
This wooden area is known for having unique calcareous soil composition with silica and clay with low calcium, with abundant underground waterways.

WOOD CHARACTERISTICS

The wood produced by the singular oak trees found in Bertranges is famed for its dense fine grain, tight pore density. This wood is considered ideal for using it on wine and spirits taking longer aging periods.

MAIN SENSORIAL CONTRIBUTIONS and TOAST STYLE

These barrels are known for imparting delicate fine spiced notes while respecting the fruit elements from the grapes. Results typically show subtle tannins with enhanced density on the mouth and persistence (long) finish.



WHY CASA NOBLE?

AN UNRIVALED LEGACY

Casa Noble Tequila is the result of following proven traditions that have been passed down and honored over seven generations.

ESTATE GROWN

Casa Noble tequila is made 100% Blue Weber agave, single estate sourced. The agave is harvested at its peak (10-12 years) for optimal quality control (oversee land, water, distillery and compost).

TRIPLE DISTILLED

Casa Noble's triple distillation in alembic pot stills allows for precise cutting of the heads and tails, creating a complex aromatic profile but with a smooth and fresh character.

NEW OAK AGING

Casa Noble Reposado and Casa Noble Añejo are aged in new French oak barrels, hand selected by our Master Tequilero from the most prestigious Tonnelleries in the world, to better yield the distinctive vanilla and fruit notes.

SUSTAINABLE PRODUCTION

We are committed to a sustainable production process to deliver a world class tequila. We are USDA Organic certified for more than 10 years.



CASA NOBLE BLANCO

PROCESS

Every drop of our thoughtfully crafted tequila brings Casa Noble to you. From field to barrel, every flavor and aroma is a unique experience of Mexican tradition to be savored to its fullest. It starts with USDA organic 100% Blue Weber agave from our high-altitude fields, carefully tended until it reaches full maturity. We ensure the agave is slow cooked in stone ovens and gently spun, not crushed, using our proprietary process. Then, our tequila is triple distilled for the ultimate smoothness. Step by step, we take our time and do it right in our never-ending quest for sipping perfection.

TECHNICAL NOTES

Master Tequilero: Jose “Pepe” Hermosillo

Country of Origin: Mexico

Agave: 100% Blue Weber Agave

Process: Estate Grown, Hand Harvested, Triple Distilled

Alcohol: 40%

TASTING NOTES

Vibrant and unaged, our Blanco is the origin for each of our expressions. It embodies our commitment to continuous evolution on our way to tequila perfection. Elegance in its purest form, this tequila is exquisitely balanced, offering beautiful fruit and citrus with sweet agave and soft herbal notes.



CASA NOBLE REPOSADO

PROCESS

It starts with organic 100% Blue Weber agave from our high-altitude fields, carefully hand harvested only when it reaches full maturity. We ensure the agave is slow cooked in stone ovens and gently spun, not crushed, using our proprietary process. Then, our tequila is triple distilled for the ultimate smoothness. 364 days of aging in a precise selection of new oak from some of France's most respected cooperages, including the renowned Taransaud in Cognac and Nadalié in Bordeaux, transforms our Reposado into an enchantingly harmonious union of youth and maturity.

TECHNICAL NOTES

Master Tequilero: Jose "Pepe" Hermosillo

Country of Origin: Mexico

Agave: 100% Blue Weber Agave

Process: Estate Grown, Hand Harvested, Triple Distilled

Aging: 364 days in new French oak barrels

Alcohol: 40%

TASTING NOTES

It opens with warm vanilla, bright lemongrass, and subtle floral aromas, followed by flavors of sweet, cooked agave and toasty oak.



CASA NOBLE AÑEJO

PROCESS

It starts with organic 100% Blue Weber agave from our high-altitude fields, carefully hand harvested only when it reaches full maturity. We ensure the agave is slow cooked in stone ovens and gently spun, not crushed, using our proprietary process. Then, our tequila is triple distilled for the ultimate smoothness. Blending of up to 14 lots to capture our Master Distiller's unique vision, followed by two years aging in new French oak from the renowned cooperages of Taransaud and Nadalié, creates a warm, complex character —the ultimate in sipping pleasure.

TECHNICAL NOTES

Master Tequilero: Jose “Pepe” Hermosillo

Country of Origin: Mexico

Agave: 100% Blue Weber Agave

Process: Estate Grown, Hand Harvested, Triple Distilled

Aging: 2 years in new French oak barrels

Alcohol: 40%

TASTING NOTES

Dried fruit and spice aromas complement toasted oak, butterscotch, and vanilla. An undertone of sweet, cooked agave recalls this tequila's fresh Blanco roots.



SETTING THE GOLD STANDARD



#1 TOP TRENDING TEQUILA
Drinks International 2022



AÑEJO, REPOSADO & BLANCO

OTHER ACCOLADES



DOUBLE GOLD
AÑEJO

*San Francisco World
Spirits Competition 2021*



DOUBLE GOLD
REPOSADO

*San Francisco World
Spirits Competition 2021*



93 POINTS
BLANCO

*Falstaff Spirits
Special 2022*



94 POINTS
REPOSADO

*Falstaff Spirits
Special 2022*

COMPETITIVE SET





PINA COLADA

INGREDIENTS

52,5 ml Casa Noble Blanco
7,5 ml Mezcal
30 ml Pineapple Juice
7,5 ml Lime Juice
22,5 ml Tamarind Syrup
45 ml Coconut Cream

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a glass over ice
4. Garnish with a pineapple frond



CASA NOBLE PALOMA

INGREDIENTS

45 ml Casa Noble Blanco
15 ml Lime Juice
7,5 ml Grapefruit Juice
22,5 ml Simple Syrup
1 Dash Bitters
Grapefruit Soda

PREPARATION

1. Add all ingredients except grapefruit soda to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a glass and top with ice and grapefruit soda
4. Garnish with a dehydrated lemon



NOBLE RITA

INGREDIENTS

60 ml Casa Noble Blanco
30 ml agave nectar
30 ml lime juice
Lime wedge

PREPARATION

1. Place ingredients, except lime wedge, into a shaker with ice
2. Shake until chilled
3. Strain into glass (salt rim optional)
4. Garnish with lime wedge



CASA COSMO

INGREDIENTS

45 ml Casa Noble Blanco
22,5 ml triple sec
15 ml lime juice
15 ml pomegranate juice
Orange peel

PREPARATION

1. Combine all ingredients, except orange peel, into mixing glass and stir
2. Strain into glass over ice
3. Finish with flamed orange peel



LIMONADA

INGREDIENTS

45 ml Casa Noble Reposado
15 ml Brandy
15 ml Fresh Lemon Juice

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a rocks glass over ice
4. Garnish with a dehydrated lemon



IN NOBLE FASHION

INGREDIENTS

45 ml Casa Noble Reposado
15 ml ancho chili liqueur
7,5 ml simple syrup
2 dashes orange bitters
2 drops molé bitters
Orange peel

PREPARATION

1. Combine all ingredients, except orange peel, into mixing glass and stir
2. Strain into glass over ice
3. Squeeze orange peel; rub around the rim and drop into glass



GOLDEN HOUR

INGREDIENTS

45 ml Casa Noble Añejo
7,5 ml Gran Classico
7,5 ml Salted Demerara

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Double strain into a rocks glass over ice
4. Garnish with a dehydrated lemon



NOBLE TWIST

INGREDIENTS

45 ml Casa Noble Añejo
15 ml lemon juice
15 ml lime juice
7,5 ml green chartreuse
15 ml simple syrup
Lemon peel

PREPARATION

1. Place all ingredients, except lemon peel, in glass; add ice and swizzle
2. Squeeze lemon peel; rub around rim and drop into glass

HIGH WEST



DISTILLERY
PARK CITY · UTAH®

BRAND PRESENTATION





BRAND PLATFORM

BRAND PYRAMID

HIGH WEST GUARDRAILS

BRAND STORY

OUR HOME

WHY ARE WE DIFFERENT ?

PRODUCT PHILOSOPHY

OUR TEAM

LET'S MAKE WHISKEY

SUSTAINABILITY ACTIONS

BRAND PYRAMID

BRAND ESSENCE

Aspire West

BRAND CHARACTER

Base Camp Cowboy

Rugged charm

Modern West

Pioneering spirit

Rough, unfinished edges

Honest craftsmanship

EMOTIONAL BENEFITS

Transports you to the mindset of the West

Inspires adventurous spirits

Brings good friends around the campfire

FUNCTIONAL BENEFITS

Complex, experimental whiskey blends

Home and Distillery in the heart of the Wasatch Mountains

Stubborn refusal to make “smooth” whiskey

ICONIC ASSETS

Horseshoe logo

Hammered glass bottle with wood cork

High West wordmark



**HIGH
WEST
WHISKEY**



HIGH WEST GUARDRAILS



HIGH WEST IS

The Mountains
Adventurous West
Rugged-Premium
Born in the West
Pioneering
Experimental Blends & Finishes
New, Fresh, Modern
A Sensory Experience
A Think Tank for Whiskey Creatives



HIGH WEST IS NOT

The Prairies
Old West
Cowboy Kitsch
The Rolling Hills of Kentucky
Heritage Tethered/Tied
Monotonously Distilled
Multi-Generational and Historic
Predictable
Pretentious





OUR FOUNDERS & BEGINNINGS

passion for **WHISKEY & THE WEST**

During a visit to a Kentucky distillery, the aroma of vanilla and caramel evaporating from the barrels sparked an “aha” moment that led to the decision to start a Western whiskey company. It was a logical leap for David and Jane Perkins: David was a biochemist with a flare for culinary arts. Jane had a family history of distilling. Her grandfather owned Rochester Distilling, the renowned Duffy’s Pure Malt Whiskey brand.

Cinching the plan was a movie they watched soon after the warehouse visit: *High Plains Drifter* with Clint Eastwood. The movie inspired both the name High West and our iconic bottle.



WHY UTAH?

Flirtations with libations long precede statehood

1826

Mountain Man
Rendezvous: the first
Whiskey Fest out West
(held in what would
become Utah)

1861

Mark Twain
samples Valley Tan
in Utah (*Valley Tan*
is a type of whiskey
distilled by early
Mormon pioneers)

1862–1869

Whiskey distilling
flourishes in Utah (*at*
least 37 distilleries in
Utah between 1862
and 1869)

1870

Last known legal
distillery in Utah

1896

Utah becomes
the 45th state

1933

Utah casts the
deciding vote to
end Prohibition

2006

High West becomes
Utah's first legal
distillery since 1870



OUR HOME



THE SALOON

Our downtown Park City saloon is the first ski-in, ski-out gastro distillery in the continental US. Known for its unique charm as a historic landmark, lines are consistently out the door to get a table to experience all that is High West at the foot of the slopes. Home to our original 250-gallon copper pot-still in a historic livery stable and garage.



THE DISTILLERY

Nestled in the beautiful and scenic Wasatch-Uinta mountains, our Distillery is home to the majority of our production by hosting our 1,600-gallon copper pot-still, sensory lab, bottling line, and barrel warehouse. Tours and barrel selections happen here weekly.



THE REFECTORY

The Refectory is our country comfort, family friendly restaurant and tasting outpost right next to our distillery. Stay for a whiskey tasting after your distillery tour, and enjoy western-inspired fare, delicious cocktails, and stunning views of the surrounding valleys.



THE NELSON COTTAGE

The Nelson Cottage is our fine dining establishment located just two doors up from the Saloon in downtown Park City. Originally serving as a private event space, The Nelson Cottage later became the home of High West's unique prix-fixe whiskey-paired dinners—a culinary and educational experience not to be missed!



WHY ARE WE DIFFERENT?

WE ARE THE WHISKEY FROM THE WEST™.

We were born in the mountains, not on rolling hills. Our distillery looks out on snow-capped peaks, not bluegrass fields. We are not traditional or familiar or classic. We are goddamn pioneers.

We have heard that great spirits have great heritage. Well, our grandfather's grandfather's grandfather didn't make whiskey. But we do. And when you aren't shackled to heritage, to the way whiskey has always been made, to the way spirits should be, then you are free to make something extraordinary.

WE ARE HIGH WEST.

No show-jumping horses or rocking chairs were harmed in the making of this whiskey.





PRODUCT PHILOSOPHY

Inspired by the West

It's a land of "crazy enough to make it work" and, like generations before us, we were drawn to it for the possibilities and freedoms.

We're passionate about the many types of American Whiskey

We are dedicated to rye whiskey some may call America's first whiskey. But we also have a passion for bourbons, single malts, and other types of American whiskeys.

Blending is Core to Our Craft

We honor the great legacy of whiskey makers before us, while experimenting with blends to create new definitions of American whiskey.



OUR TEAM



BRENDAN COYLE

Master Distiller

Born and raised in Minnesota, Brendan was no stranger to brisk winters before settling in the mountains. He headed west in 1999 to relocate to Salt Lake City to attend the University of Utah and begin his career crafting spirits and brewing beer with Red Rock Brewing Company.

After several years learning the art and science of brewing specialty beers he was determined to take his appreciation to a professional level. Brendan traveled overseas to Edinburgh, Scotland where he completed a Master's of Science in Brewing and Distilling Sciences at Heriot-Watt University in Edinburgh. Between his passion for skiing and a love of southern Utah, Brendan was drawn back to Park City to join the High West team in early 2008.

As Master Distiller, Brendan oversees new product development, quality assurance of each product line and their respective processes, and consistency across High West's world-class spirits. Passionate about the distilling industry's blend of art and science, Brendan utilizes distinctive flavor profiles and extensive blending techniques to create truly unique whiskey blends for High West enthusiasts around the world.



ISAAC WINTER

Blending & Distilling Manager

After receiving his MS from Edinburgh's Heriot-Watt University, Isaac Winter returned to Utah to work as Head Brewer at Uinta Brewing Company. His deep passion for whiskey then brought him to High West, where he oversees all blending and distilling.



TARA LINDLEY

Sensory QA & New Product Development Manager

Tara Lindley was born to blend. After receiving her MS from the University of San Francisco, Tara worked as an analytical chemist and enologist in Napa Valley. At High West, she blends new and existing products to ensure top quality and consistency.



LET'S MAKE SOME WHISKEY!

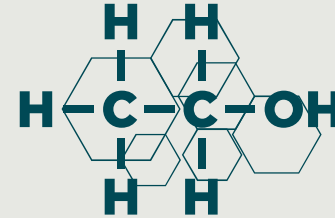
THE PROCESS



1. Milling



2. Mashing



3. Fermenting



4. Distilling



5. Aging



6. Blending



7. Bottling



8. Sipping



LET'S MAKE SOME WHISKEY!

TYPES OF GRAINS & WHISKEY and HIGH WEST RAW MATERIALS



Barley
SCOTCH



Rye
RYE WHISKEY



Corn
BOURBON

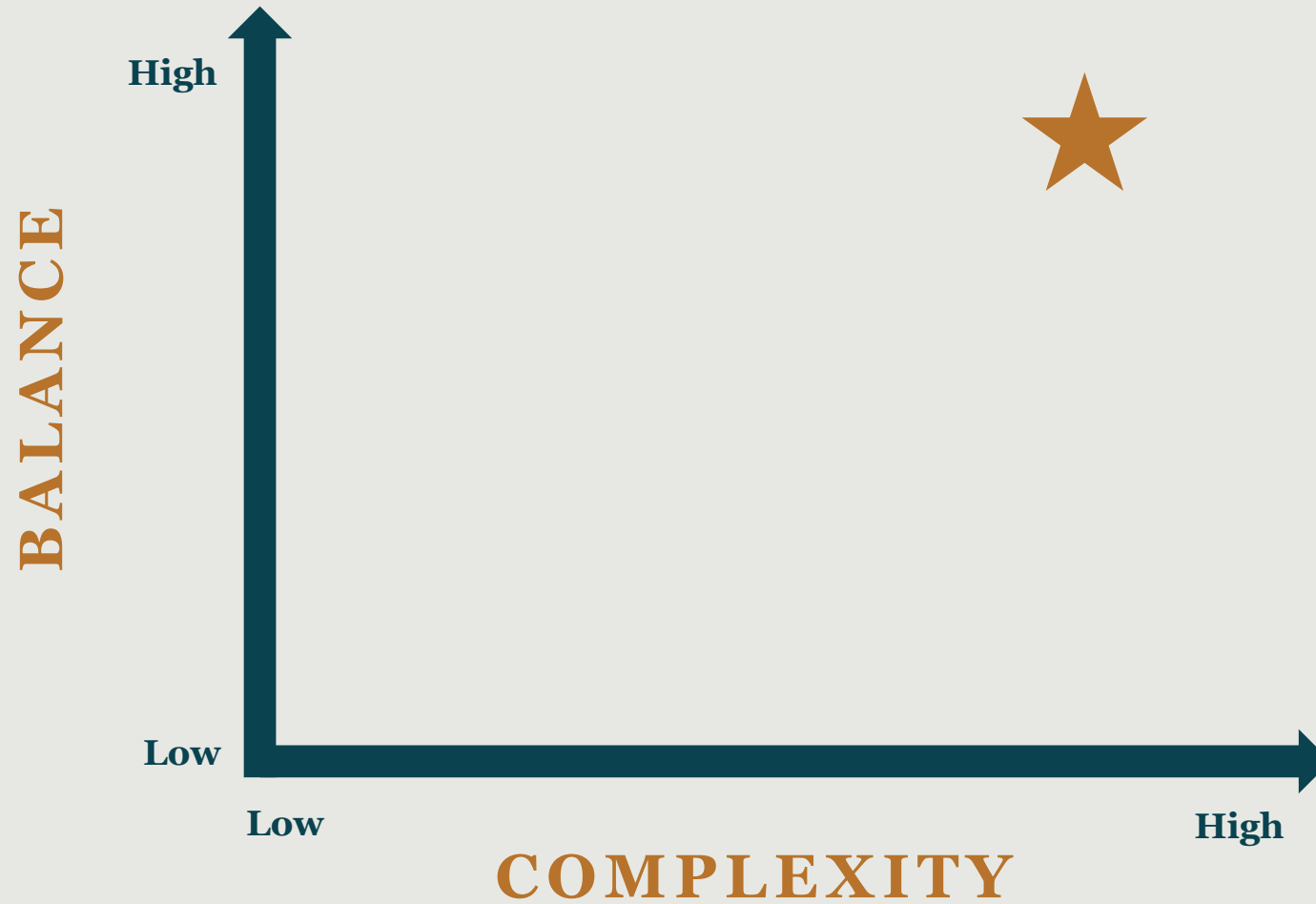
At High West, we strive to source our **grains** as locally as possible. Approximately 95% of our grains come from **Southern Idaho** and **Western Colorado**. While Utah may not have the ideal climate for growing high-quality grains, we have made the choice to select our raw materials as close to our distillery as possible to **ensure perfect traceability**.

The **water** we use in our whiskey production is of **high quality**. It is naturally hard, containing a significant amount of calcium and magnesium, which are beneficial for the fermentation process.



LET'S MAKE SOME WHISKEY!

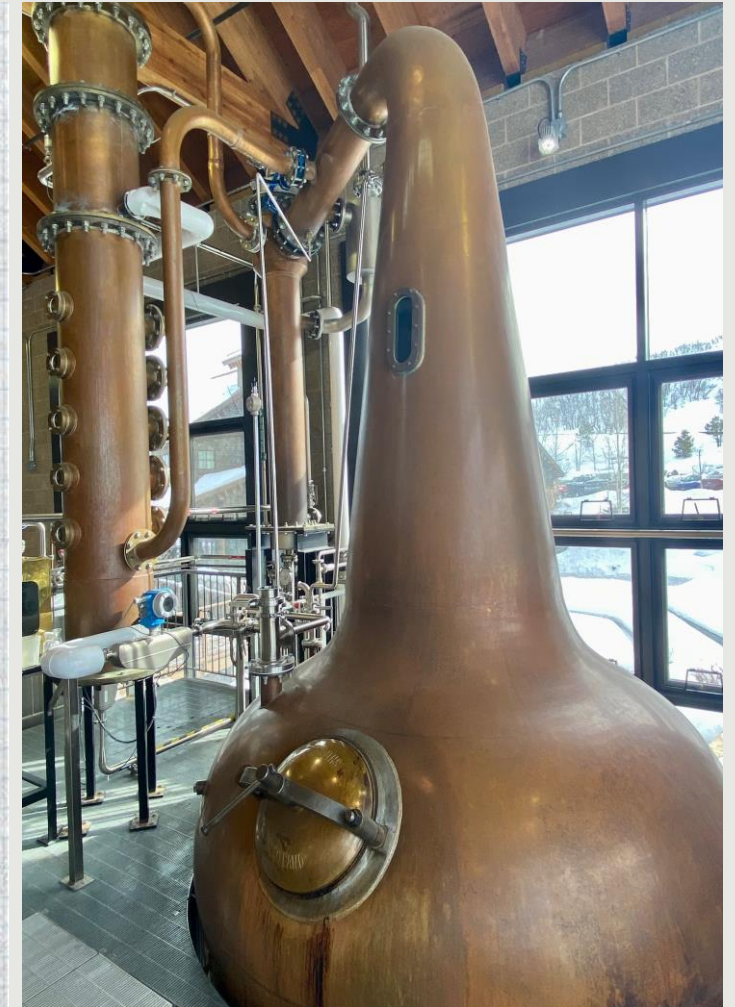
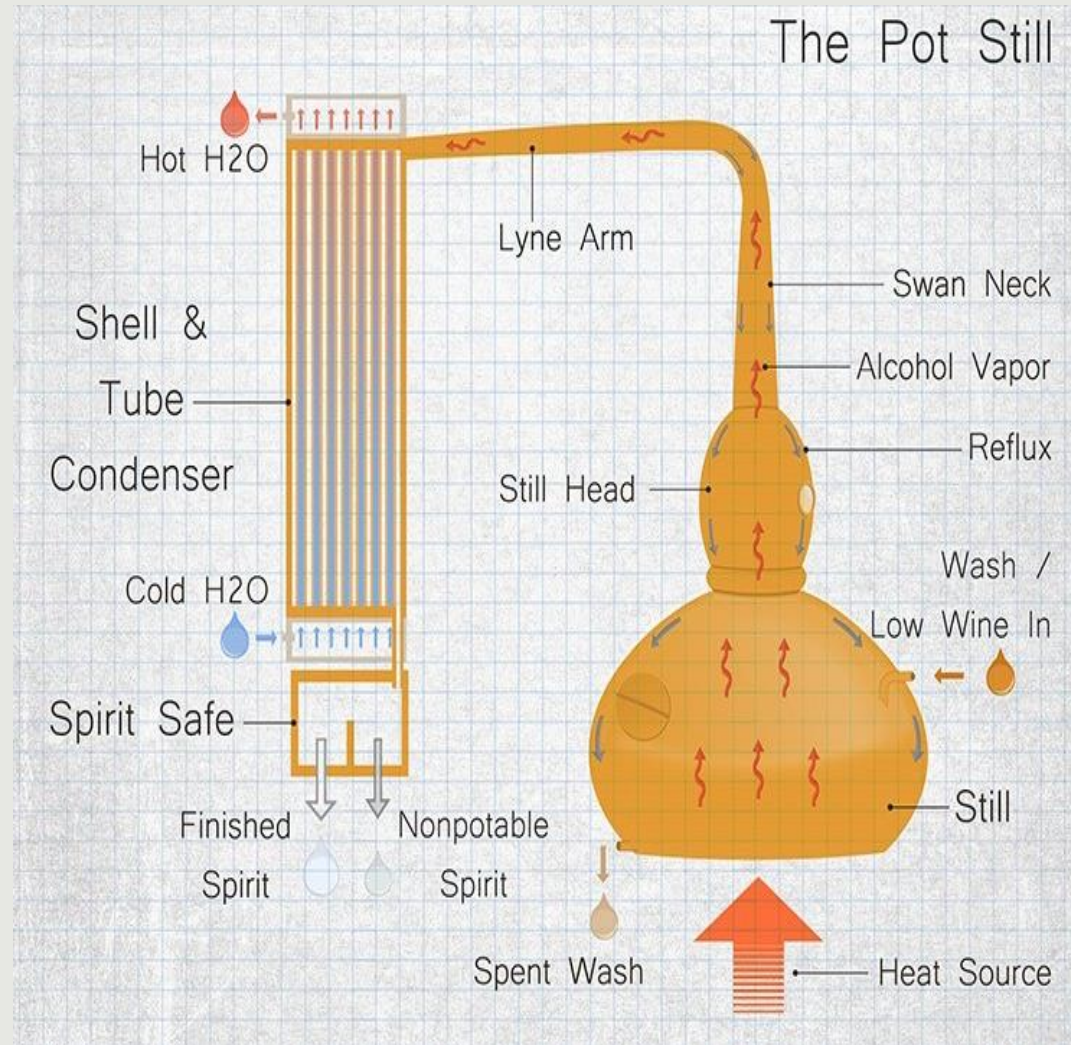
WHY BLEND?



LET'S MAKE SOME WHISKEY!

BATCH DISTILLATION

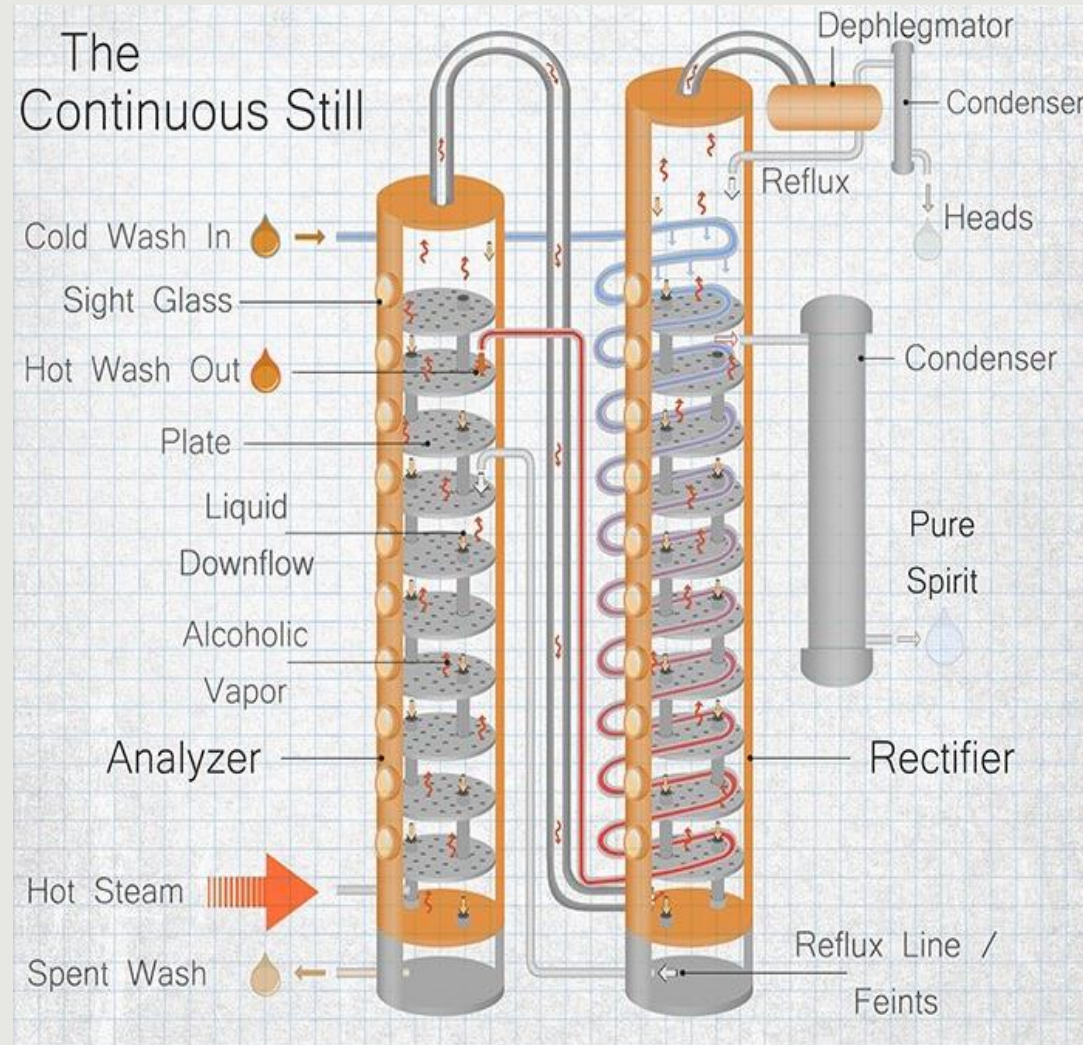
- Batch process, so the input is always changing, which means the output is always changing
- Wider range of flavors and aromas compared to the input



LET'S MAKE SOME WHISKEY!

CONTINUOUS DISTILLATION

- Continuous process, so the input always stays the same, which means the output always stays the same.
- Narrow range of flavors and aromas, compared to the input.



LET'S MAKE SOME WHISKEY!

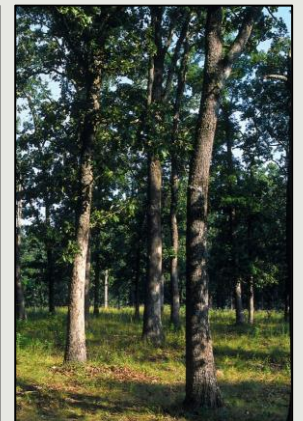
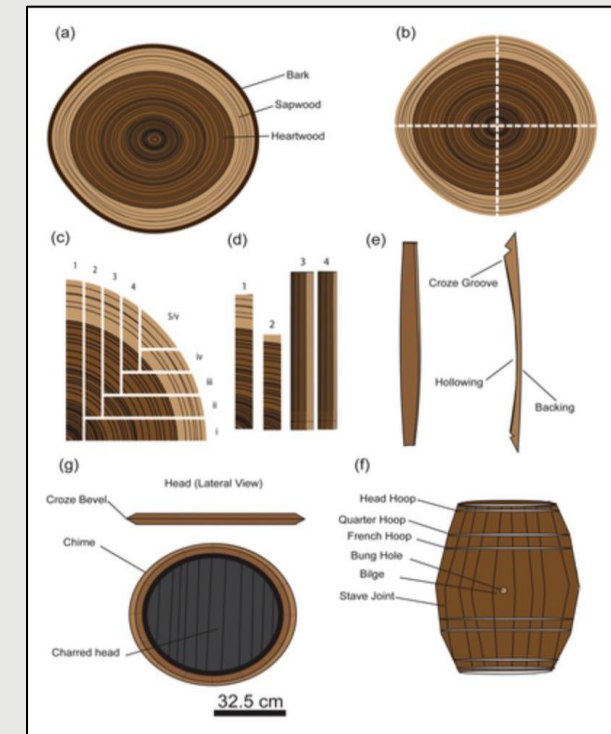
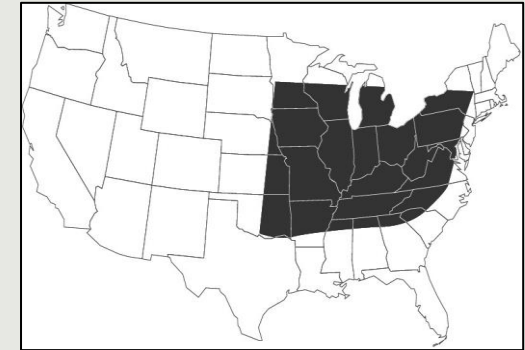
OAK SOURCING & COOPERING

We love to experiment in our maturation process, especially with our Barrel Selections and Icon Releases. However, as usual in the American Whiskey industry, we primarily use **American Oak barrels**, which are predominantly sourced from the same regions in the United States. When it comes to whiskey barrel production, the age of the trees is not as critical; typically, they are between 20 to 30 years old. What truly matters is the **precise shaping of the trees** to ensure they are perfect for creating our barrels.

While we don't directly select the specific areas where the trees are harvested, we take great care in choosing our **high-quality cooper partners**. Some of these partners include *ISC* (Independent Stave Company), *Speyside KY*, and *Kelvin Cooperage*, who play a crucial role in crafting barrels that meet our high standards.

Main actions during coopering:

- Cut staves from oak “bolts,” form them into a barrel shape with steam, pound hoops into place.
- Staves are seasoned naturally or in a kiln to ensure proper moisture content and decrease total tannin content.
- Staves are assembled and toasted/charred using open flame or infrared light.



LET'S MAKE SOME WHISKEY!

SEASONING, TOASTING, AND CHARRING OF STAVES

Creates the environment necessary for graceful aging.

- **Seasoning – drying of staves naturally and/or by kiln**
 - Decreases moisture content
 - Promotes bacterial breakdown of structures
 - Removes unwanted tannin concentrations
- **Toasting/Charring**
 - Thermal degradation of wood components
 - Destruction of remaining resinous wood compounds – eliminates a "green" flavor
 - Important reactions of oak components!



LET'S MAKE SOME WHISKEY!

WHISKEY MATURATION

Fermentation character is wonderful, but it can only take you so far.

Aging your whiskey:

- **Create new flavors**
 - Depth, richness, spice, and complex fruit notes
 - Extract wood compounds
 - Allow a safe space for compounds to mingle
- **Removes undesirable flavors**
 - Remove harsh spirit qualities and some volatile sulfur compounds
- **The composition of oak is essential**
 - Perfect blend of non-resinous components, critical for graceful aging

At High West, we typically **maintain lower temperatures** during both fermentation and maturation, which is somewhat unconventional in the industry. Our temperatures are kept around 60°C, which we believe **enhances flavor extraction**. While this method may be more expensive, as it requires more casks throughout the year, it results in a flavor profile and balance that we love.

Moreover, in our warehouse, **we do not employ temperature control measures**, allowing the natural environmental conditions to influence the maturation process.



SUSTAINABILITY ACTIONS

SUSTAINABILITY EFFORTS

- 100% of the electricity that is used across all our sites at High West is offset by renewable energy credits from through the Blue-Sky Power program hosted by Rocky Mountain Power
- All spent grain is sent to an anaerobic digester which produces methane gas to power the Salt Lake City electrical grid
- We use chilled glycol to cool our still instead of water to reduce water consumption on site.
- All grain used in our whiskey distilled on site is sourced from small producers within a day's drive of the distillery to reduce freight miles.
- Our hospitality locations utilize momentum recycling for all glass, plastic, paper, and aluminum recycling as well as food waste and composting



DONATIONS & PARTNER ORGANIZATIONS

Protect the West-Commitment made to give **\$1,000,000** to amazing partners working to protect the West over the next three years:

- **Wildland Firefighter Foundation** - help families of firefighters killed in the line of duty and to assist injured firefighters and their families
- **Protect Our Winters** - a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations
- **American Prairie Reserve** - creating the largest nature reserve in the contiguous United States. American Prairie grows over time by purchasing crucial habitat that connects a vast network of existing public lands.

**AMERICAN
PRAIRIE**



POW 
PROTECTOURWINTERS.ORG





PRODUCT PORTFOLIO

HIGH WEST AMERICAN PRAIRIE BOURBON

HIGH WEST DOUBLE RYE!

HIGH WEST RENDEZVOUS RYE

HIGH WEST CAMPFIRE

NEW PACKAGING

LATEST ACCOLADES

COMPETITIVE SET





AMERICAN PRAIRIE BOURBON

A complex blend of straight bourbons, producing an aromatic whiskey that helps conserve the West.

TECHNICAL NOTES

BLEND: A blend of straight bourbons whiskeys

AGING: From 3 to 15 years

ALCOHOL: 46% AbV

TASTING NOTES

NOSE

Light caramel and sweet vanilla.

TASTE

Rich and earthy on the palate with well-balanced flavors of candy corn, honey nougat, and sweet cornbread biscuits.

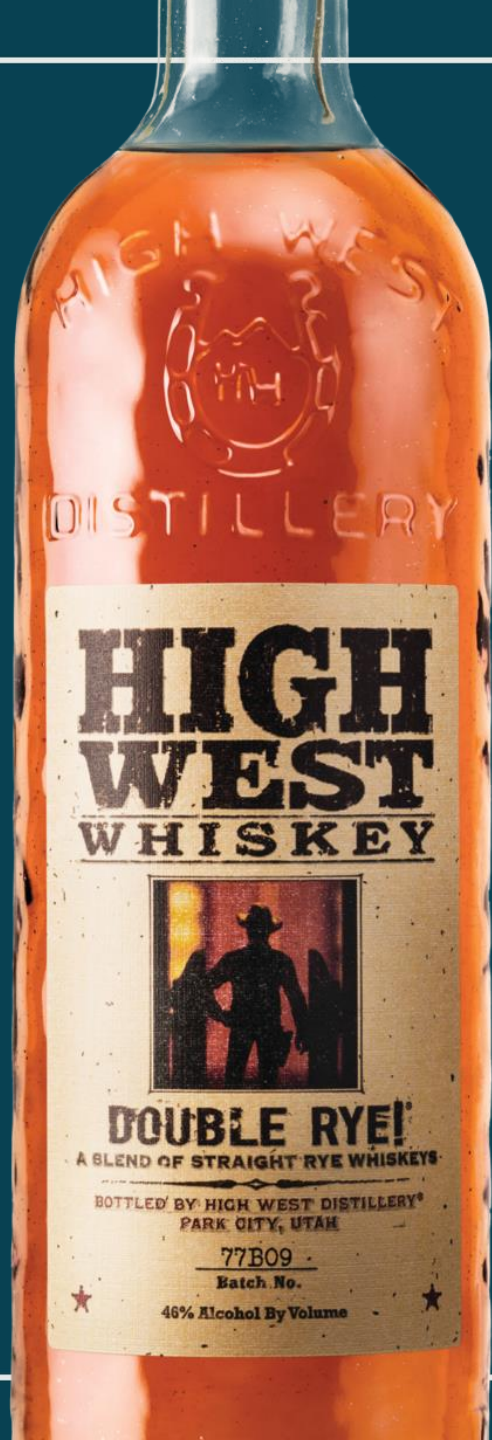
FINISH

Vanilla with a hint of caramel apple and pecan pie.

HOW TO DRINK

Great in cocktails, but has the complexity to stand on its own.





DOUBLE RYE!

A very spicy rye whiskey

TECHNICAL NOTES

BLEND: A blend of two different rye whiskeys, crafted to be twice as spicy (think cinnamon, nutmeg, and cloves) than your average rye.

AGING: From 3 to 9 years

ALCOHOL: 46% AbV

TASTING NOTES

NOSE

Mint, clove, cinnamon, licorice root, pine nuts, and dark chocolate, with a surprising dose of gin botanicals throughout.

TASTE

Rye spices up front, then menthol, mint, eucalyptus, herbal tea with wildflower honey, and allspice.

FINISH

Cinnamon and mint, gradually sweetening through the finish with a hint of anise.

HOW TO DRINK

Very rye-forward, which stands out well in cocktails, but just enough richness to be a balanced sipper.



RENDEZVOUS RYE

Our flagship whiskey.

A blend of aged ryes that creates a rich and full mouthfeel.

TECHNICAL NOTES

BLEND: A blend of straight rye whiskeys

AGING: From 4 to 6 years

ALCOHOL: 46% AbV

TASTING NOTES

NOSE

Meyer lemon, dried apricot, toasted pie crust, caraway, ginger chews, clove, cinnamon sticks wrapped in burlap

TASTE

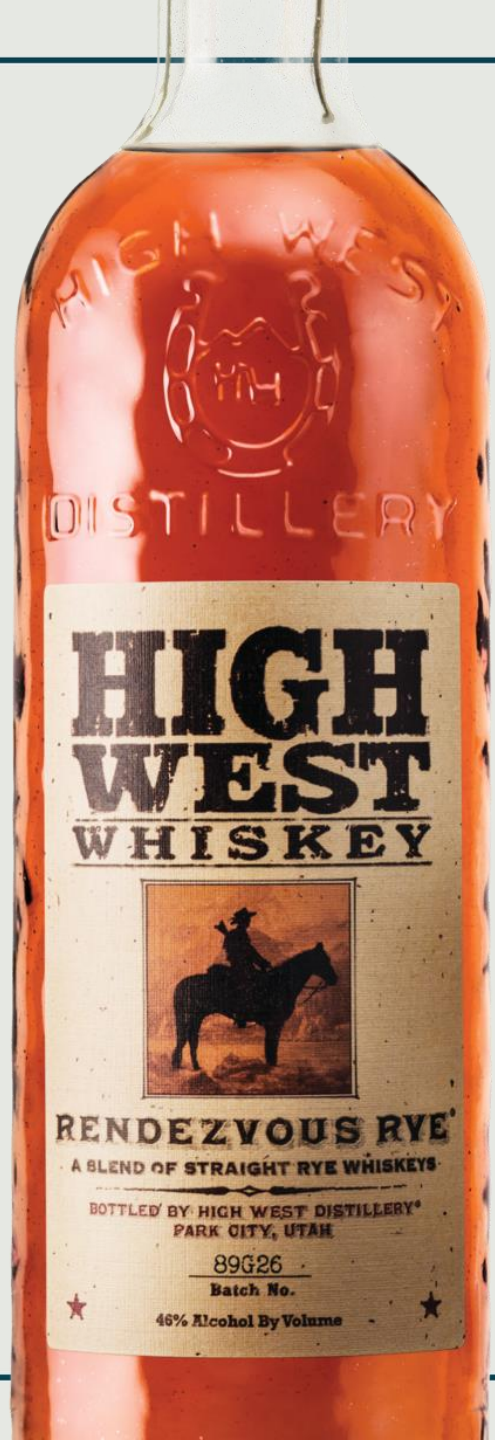
Stewed apples with cinnamon, brown sugar oatmeal with golden raisins, salted caramels, fresh ginger, coriander, star anise, eucalyptus.

FINISH

Dried cherries, cinnamon vanilla custard, toasted oak.

HOW TO DRINK

Great in cocktails, but has the complexity to stand on its own.





CAMPFIRE

The world's finest blend of scotch, bourbon, and rye whiskeys.

TECHNICAL NOTES

BLEND: Straight rye whiskey, straight bourbon whiskey, blended malt Scotch whiskey

AGING: From 4 to 15 years

ALCOHOL: 46% AbV

TASTING NOTES

NOSE

Roasted white peaches, lemon zest, jasmine, caramelized meringue, graham cracker, leather riding saddle, vanilla bean; a delicate sweetness nestled under smoke and spice

TASTE

Asian pear, s'mores, burnt almond toffee, mocha and tobacco, balsam fir needles, macadamia nut, and woodsmoke from a long-forgotten campfire

FINISH

Spicy gingerbread with blackstrap molasses and toasted marshmallow

HOW TO DRINK

Campfire is best enjoyed with old friends and good-looking strangers. Sip straight or with a little water, also puts a unique twist on classic cocktails.



LATEST ACCOLADES

93	American Prairie® Bourbon <i>Tasting Panel Magazine, 2021</i>
92	American Prairie® Bourbon <i>Falstaff Spirits Special, 2022</i>
GOLD	American Prairie® Bourbon <i>The Global American Whiskey Masters, 2022</i>
94	Double Rye! <i>Tasting Panel Magazine, 2021</i>
92	Double Rye! <i>Falstaff Spirits Special, 2022</i>
GOLD	Double Rye! <i>Whiskies of the World Awards, 2021</i>
GOLD	Double Rye! <i>The Global American Whiskey Masters, 2022</i>
99	Rendezvous® Rye <i>International Wine & Spirits Competition, 2020</i>
94	Rendezvous® Rye <i>Falstaff Spirits Special, 2022</i>
GOLD	Rendezvous® Rye <i>The Global American Whiskey Masters, 2022</i>
GOLD	Rendezvous® Rye <i>ISW Meininger's International Spirits Award, 2023</i>
94	Campfire <i>Falstaff Spirits Special, 2022</i>
GOLD	Campfire <i>ISW Meininger's International Spirits Award, 2023</i>



COMPETITIVE SET





COCKTAILS





PAPER PLANE

INGREDIENTS

- 22,5 ml HW American Prairie
- 22,5 ml Aperol
- 22,5 ml Amaro Nonino
- 22,5 ml Lemon Juice

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Double strain and serve up



GUNSMOKE

INGREDIENTS

- 45 ml HW American Prairie
- 22,5 ml Lemon Juice
- 15 ml Cinnamon Syrup
- 7,5 ml Amaro Nonino
- Barspoon Mezcal

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Double strain into a rocks glass over ice
4. Garnish with a grapefruit twist



ANGEL OF TOMBSTONE

INGREDIENTS

- 45 ml HW Double Rye!
- 15 ml Amaro Nonino
- 15 ml Punt e Mes

PREPARATION

1. Combine all ingredients in a mixing glass
2. Add ice and stir until chilled
3. Strain into a rocks glass over ice
4. Garnish with a cherry



LITTLE HOLLYWOOD

INGREDIENTS

- 45 ml HW Double Rye!
- 15 ml Guava Puree
- 22,5 ml Earl Grey Syrup
- 2 Tarragon Leaves

PREPARATION

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Double strain and serve up





SAY WHEN

INGREDIENTS

- 30 ml HW Rendezvous Rye
- 30 ml Amontillado Sherry
- 15 ml Dry Curaçao
- 22,5 ml Amaro Montenegro
- Barspoon of Cold Brew Coffee
- Pinch of Salt
- Orange Twist Garnish

PREPARATION

1. Add all ingredients to a mixing glass with ice and stir until chilled.
2. Strain into an Old Fashioned glass with cube ice
3. Garnish with an orange twist.



HATEFUL EIGHT

INGREDIENTS

- 45 ml HW Rendezvous Rye
- 15 ml Smith & Cross Rum
- 15 ml Campari
- 15 ml St. Germain Elderflower Liqueur
- 30 ml Fresh Pineapple Juice
- 22,5 ml Fresh Lemon Juice
- 1 Dash Angostura Bitters

PREPARATION

1. Add all ingredients to a mixing glass with ice and stir until chilled
2. Strain into a wine glass over cubed ice
3. Top with Lindemans Pêche Lambic and garnish with black salt



YOU'RE A DAISY IF YOU DO

INGREDIENTS

- 22,5 ml HW Campfire
- 22,5 ml Ron Zacapa Rum
- 22,5 ml Sweet Vermouth
- 22,5 ml Ramazzotti Amaro
- Brandied Cherry Garnish

PREPARATION

1. Chill an Old Fashioned glass
2. Add all ingredients to a mixing glass with ice and stir until chilled.
3. Discard the ice from the Old Fashioned glass, and strain with a julep strainer into the chilled Old Fashioned glass.
4. Garnish with brandied cherries.



DREAMCATCHER

INGREDIENTS

- 30 ml HW Campfire
- 30 ml Noilly Prat Extra Dry Vermouth
- 22,5 ml House Passionfruit & Yuzu Syrup

PREPARATION

1. Add all ingredients to a cocktail shaker with ice and shake until chilled
2. Pour into a Collins glass filled with crushed ice
3. Top with Fever Tree Sparkling Lemon
4. Garnish with coconut salt



TEQUILA

Mi CAMPO

TM



BRAND PRESENTATION



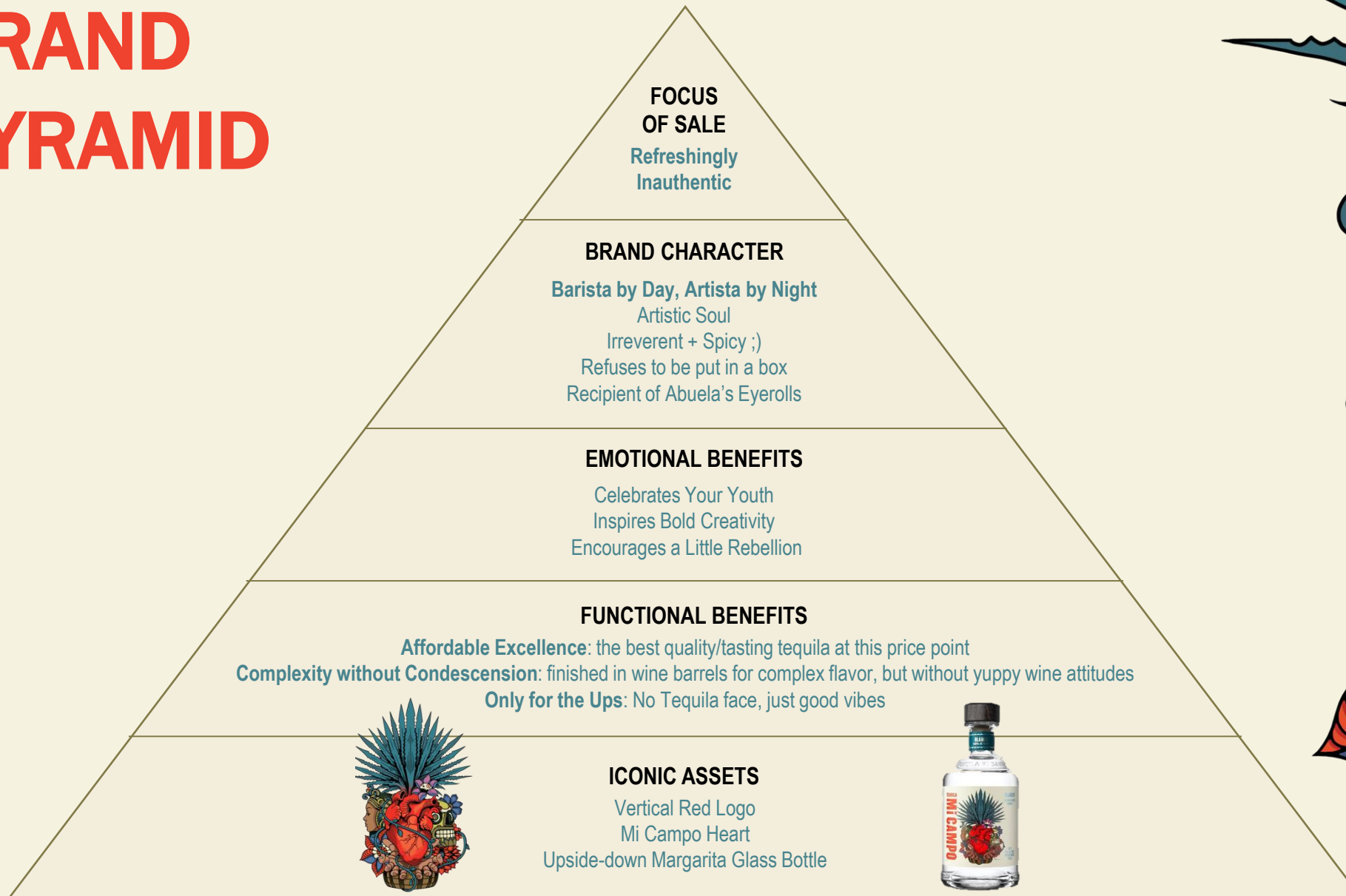
2024



BRAND PLATFORM



BRAND PYRAMID



BRAND MANIFESTO

Mi Campo is not authentic, Authentic is just another way to say boring, done the same way, conservative and familiar. Authentic is the enemy of progress, and we make better tequila because we push forward instead of looking backward. We don't have a glamorous hacienda. We were inspired by the streets of Mexico City, not Jalisco fields.

Mi Campo is our tequila. It's not from there or by them. It celebrates us. We don't have a celebrity rewarded handsomely for pretending to drink our tequila. We don't have heritage. We just have great tequila sin toda la mierda. Aged in wine barrels because it tastes better, not because that's the way we were supposed to do it.

Mi Campo is Mexican. And a blend of so many other places and ideas. We consciously confront the confines of traditional tequila and celebrate uniqueness and self-expression in all of its forms. Mi Campo means "my field." Where you're from. What you do. Who you are. It's all Mi Campo.

We hope you join us. We want you to be a part of what we are building. Whoever you are. Whatever you make. Doesn't matter. Mi Campo es Su Campo.

*****No celebrities approved of or endorsed this message*****

You rock so we don't need the Rock. Enough said.



BRAND GUARDRAILS

Mi Campo Is:

- ✓ Bold, Irreverent , Boisterous
- ✓ Unabashedly Unconventional – The Rebel's Tequila
- ✓ Agave for Artistic Outlaws
- ✓ There to level up any occasion with its inherent creativity and playfully edgy attitude
- ✓ A tequila with great taste and a daring sense of humor
- ✓ Here for a boundary-pushing good time
- ✓ Always up for a beer sidecar ;)

Mi Campo is *NOT*:

- X Blasé
- X Boring
- X Basic
- X Dull Authentic Tequila
- X Culturally Appropriated B.S.
- X Pinatas, Mariachi Bands, Sombreros
- X Traditional

OUR HERITAGE

THROUGH THE ARTIST'S EYE

Tequila Mi CAMPO is a confluence of passions—for tequila, for our culture, for the artisans who blend tradition with originality. We partnered with evocative México City illustrator, Raul Urias, to bring the ethos of Mi CAMPO to life through art. Teeming with vivid depictions of our journey, Raul's aesthetic illuminates the heart of what we do.

ARTISAN WAY

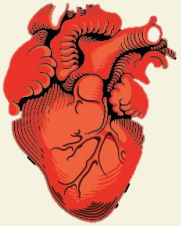
Mi CAMPO was inspired by México City and how it is being reinvented by passionate, energetic makers in every field: the arts, design, manufacturing, service, and even mixology. As the name Mi CAMPO (My Field) suggests, these makers are proud of their craft, proud of their city, and proud of the stamp they are leaving on their communities.



OUR LOGO, OUR SYMBOLS



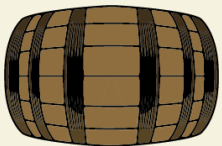
Blue Weber agave growing from an anatomical heart is the central concept representing a passion for tequila, and it echoes the sacred heart with the agave in place of flames



The heart relates to the name Mi Campo as it represents the spirit and pride of “my country” or “my field.



Mayahuel is the female divinity associated with agave among culture of Central Mexico, in particular the Aztec.



The barrel is a wine barrel, which we use to age our tequila



The flora includes **the national flower (Dahlia)** and others that grow at La Cofradia. They are a reminder that the distillery is a certified clean facility, recognized by Mexico for its sound ecological practices.



The calavera aka sugar skull) is a cultural and traditional icon.



The twisting vines wrapping around the heart also reference the grape vines and symbolize our method of squeezing the cooked piñas (rather than crushing with a tahona stone) to avoid bitterness.



The hands represent hard work, evidence of the maker, they are offering up this tequila.

WHY MI CAMPO?

PRODUCTION PROCESS

Tequila Mi CAMPO is made from 100% Blue Weber agave, using water coming from Volcan de Tequila. Piñas are squeezed, not crushed, for an extra smooth and never bitter finish. Mi CAMPO is aged in Napa Valley wine barrels, imparting a unique complexity, smooth finish, and pleasant agave aromas.

AFFORDABLE EXCELLENCE

For a relatively affordable price point, you can get an artisan, authentic 100% Blue Weber Agave Mexican tequila that reflects modern millennial and GenZ values.

UNIQUE PACKAGING

Eye-catching, evocative design by Mexico City artist Raul Urias brings a breath of fresh air into the tequila category.

MI CAMPO & MIXOLOGY

The smooth, versatile flavor profile of Tequila Mi CAMPO is perfect for new creations in mixology. México City mixologist, Yamil Arias takes creative license with fresh ingredients and unexpected flavor combinations, elevating the art of the craft cocktail. Equal parts stunning aesthetic and mouthwatering flavor.





PRODUCTS



TEQUILA BLANCO



PROCESS

Mi CAMPO Blanco begins as **100% Blue Weber Agave**, matured for seven years. We **gently squeeze** the cooked piñas, illuminating the agave plant's natural honey characteristic and quelling any trace of bitterness. Blanco is **double distilled in alembic stills**, then fermented in open-air tanks, amid fragrant citrus trees, before resting for up to one month in the same **French oak barrels** used for aging Napa Valley Chardonnay, imparting an incredibly smooth taste.

TECHNICAL NOTES

Master Tequilero: Jose “Pepe” Hermosillo

Country of Origin: Mexico

Agave: 100% Blue Weber Agave

Aging: Three weeks in French oak Robert Mondavi Winery barrels (Chardonnay)

Alcohol: 40%

AROMAS & FLAVORS

A nose of cooked agave, banana, fresh coconut, almonds, sweet orange and green apple is layered over hints of elegant vanilla.

On the palate, orange blossom tea underscores threads of honey and sweet orange, balanced by subtle white pepper notes.

TEQUILA REPOSADO



PROCESS

Mi CAMPO Reposado begins as **100% Blue Weber Agave**, matured for seven years. We **gently squeeze** the cooked piñas, illuminating the agave plant's natural honey characteristic and quelling any trace of bitterness. Reposado is **double distilled in alembic stills**, then fermented in open-air tanks, amid fragrant citrus trees, before resting for three months in the same **French oak barrels** used for aging Napa Valley Pinot Noir and Cabernet Sauvignon, imparting an incredibly smooth taste.

TECHNICAL NOTES

Master Tequilero: Jose “Pepe” Hermosillo

Country of Origin: Mexico

Agave: 100% Blue Weber Agave

Aging: Three months in French oak Robert Mondavi Winery barrels - a blend of Pinot Noir and Cabernet Sauvignon

Alcohol: 40%

AROMAS & FLAVORS

The fragrant nose opens with cooked agave, ripe banana, apple, chocolate and cappuccino, layered over aromas of vanilla, cinnamon, pumpkin and clove. On the palate, honey maple, peaches and cream, white chocolate and a thread of minerality segues to a pepper and toasted oak finish.

COMPETITIVE SET



ACCOLADES

92
points

Reposado
Ultimate Spirits
Challenge – 2021

91
points

Blanco
Ultimate Spirits
Challenge – 2021





COCKTAILS





HEART BREAKER MARGARITA

INGREDIENTS

- 30 ml Mi CAMPO Blanco
- 30 ml Hibiscus Simple Syrup
 - $\frac{3}{4}$ Cup Sugar
 - $\frac{3}{4}$ Cup Dried Hibiscus Flowers
 - 1 $\frac{1}{2}$ Cups Water
- 22,5 ml Triple Sec
- 22,5 ml Lime Juice

INSTRUCTIONS

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a rocks glass over ice
4. Garnish with a fresh lime or blood orange wheel



DEAD ROSES

INGREDIENTS

- 45 ml Mi CAMPO Blanco
- 15 ml Hibiscus (Jamaica) Syrup
- 15 ml Rose Water
- 15 ml Fresh Lemon Juice
- $\frac{1}{4}$ tsp Ground Cardamom

INSTRUCTIONS

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a chilled glass
4. Garnish with a spear of orange peel and hibiscus



SALTY SUNRISE

INGREDIENTS

- 60 ml Mi CAMPO Blanco
- 120 ml Orange Juice
- 30 ml Grenadine

INSTRUCTIONS

1. Add ice to a glass with a salted rim
2. Pour in the tequila and orange juice and top with grenadine
3. Garnish with a cherry and a flower of your choice



FROSTY HEART MARGARITA

INGREDIENTS

- 60 ml Mi CAMPO Blanco
- 60 ml Coconut Milk
- 30 ml Triple Sec

INSTRUCTIONS

1. Add all ingredients to a cocktail shaker with ice
2. Shake until the shaker becomes frosty
3. Strain into a rocks glass over ice
4. Garnish with berries



JERICALLA

INGREDIENTS

- 45 ml Mi CAMPO Reposado
- 15 ml Vanilla Syrup
- 15 ml Fresh Lime Juice
- 1 Egg White

INSTRUCTIONS

1. Measure and pour all ingredients into a cocktail shaker and shake vigorously
2. Add ice and shake vigorously again
3. Fine strain into chilled glass
4. Garnish with freshly grated nutmeg



MI CAMPO TODDY

INGREDIENTS

- 45 ml Mi CAMPO Reposado
- 22,5 ml Fresh Lemon Juice
- 22,5 ml Local Honey
- 2 dashes Aromatic Bitters
- 120 ml Hot Water

INSTRUCTIONS

1. Measure and pour Mi CAMPO Reposado, lemon and bitters into mug
2. Add hot water and honey, then stir with cinnamon stick
3. Garnish with lemon wedge and cinnamon stick



DON COCO

INGREDIENTS

- 45 ml Mi CAMPO Reposado
- 30 ml Cocoa Liqueur
- 30 ml Coconut Liqueur

INSTRUCTIONS

1. Measure and pour ingredients into a mixing glass
2. Add ice and stir gently
3. Strain into a chilled glass and garnish with a speared piece of amaranth



MI CAMPO MULE

INGREDIENTS

- 60 ml Mi CAMPO Blanco
- 22,5 ml Fresh Lime Juice
- 15 ml Simple Syrup
- 90 ml Ginger Beer
- 2 dashes Aromatic Bitters

INSTRUCTIONS

1. Measure and pour all ingredients into a mixing glass over ice
2. Stir gently
3. Garnish with vibrant mint sprigs



BRAND PRESENTATION

THE ORIGINAL TENNESSEE
WHISKEY RETURNS

BRAND PLATFORM



BRAND STRATEGY

BRAND PYRAMID

BRAND TRUTH

BRAND STORY

OUR HEAD DISTILLER

THE PACKAGING

SUSTAINABILITY EFFORTS

WHY NELSON GREEN'S BRIER?



BRAND STRATEGY



VISION	BE RECOGNIZED AS HIGH-END TENNESSEE WHISKEY		
BUSINESS OBJECTIVE	Leverage category growth and develop brand within the trade in key markets and cities		
MARKETING OBJECTIVE	Develop NGB Tennessee as part of our American Whiskey portfolio		
STRATEGIES	CREATE AWARENESS	GENERATE TRIAL	SEED DISTRIBUTION
	<ul style="list-style-type: none">• Develop dedicated communication and PR activities to promote the launch• Drive education around High Quality and distinction of the product• Showcase the remarkable story of Nelson's Green Brier with focus on founders Andy and Charlie Nelson	<ul style="list-style-type: none">• Showcase product at Spirits Trade events and within the Bartender community• Present as additional reference to our American Whiskey portfolio (Bourbon, Rye, Blended, Tennessee)• Introduce and leverage the new 700ml format	<ul style="list-style-type: none">• Connect with Bartenders and key stakeholders of the market• Focus on Premium whisky accounts• Leverage on existing High West Distribution network

BRAND PYRAMID



**FOCUS
OF SALE**
AGED WHISKEY,
NEW SOUL

BRAND CHARACTER
Dolly's Irreverent Nephews

Dry Wit
Southern Charm
Surprising Intellect
Huggers

EMOTIONAL BENEFITS

Interrupts You Going Through the Motions
Brings You Under the Hood
Pulls You Up a Chair

FUNCTIONAL BENEFITS

Classic, Time-Honored Recipes, Just Better
Nashville's Destination Distillery
Higher Proof, Higher Flavor Whiskey

ICONIC ASSETS

Green Leaves and Gold Foil
Green Brier Font/Logo
Distinctive Typography
The Nelson Brothers





AGED WHISKEY, NEW SOUL

Bringing the Nelsons' story to life by embodying a modern spin on a dusty category.

BRAND STORY

Charles Nelson, The Founder

- Charles Nelson was born July 4, 1835 in Hagenow, a small town in the Mecklenburg-Schwerin state of northern Germany. He was the eldest of six children whose father, John Philip Nelson, owned a soap and candle factory.
- In 1850, his father decided he wanted to move his family to America. He sold his soap and candle factory, converted all the family's possessions to gold and sailed through the Atlantic Ocean with his family. Unfortunately, an intense storms sent many of the nearly 180 passengers overboard, included John Philip Nelson and its fortune. A 15-years old Charles Nelson found himself man of the house.

The move to Nashville

- After saving some money with the soap and candles business, the Nelson family moved in Cincinnati, Ohio in 1852. It was there that Charles entered the butcher business and acquainted himself with several fellow craftsmen who educated him in the art of producing and selling distilled spirits, particularly whiskey.
- Several years later, Charles set out for Nashville seeking a fresh start. He opened a grocery store, selling his three best products: coffee, meat and whiskey.
- The quality of both his products and service quickly built Charles an unmatched reputation in Nashville's merchant circles. Very quickly, Charles realized that the demand for his whiskey far exceeded his supply, revealing to him the opportunity to focus solely on whiskey.



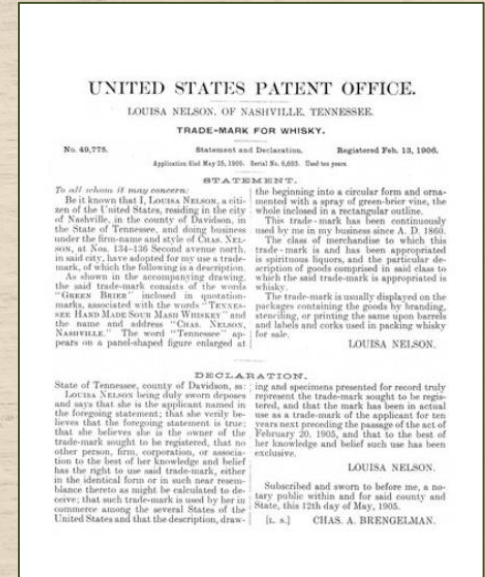
BRAND STORY

Beginnings of a Distillery

- Charles bought the distillery that was making his whiskey in Greenbrier, TN, and a patent for improved distillation. He expanded the production capacity in order to keep up with demand. By 1885, Charles Nelson sold 2 million bottles, of Nelson's Green Brier Tennessee Whiskey. In comparison other well-known brands produced and sold nearly 120,000 bottles at that time.
- The worldwide distribution was possible in part because Charles was one of the first to sell whiskey in bottles rather than selling it by the jug or the barrel. Charles Nelson introduced the category of Tennessee Whiskey to the world.
- Charles Nelson passed away in 1891 and his wife Louisa assumed control of the business, becoming one of the only women of her time to run a distillery.

Prohibition

- In 1909, statewide Prohibition was adopted in Tennessee. This forced Louisa to discontinue operations and Nelson's Green Brier Distillery closed its doors.
- The property in Greenbrier was sold and as the years went by the once great distillery was dismantled and fell into disrepair. Presently, the grain house and a barrel warehouse stand, the spring still runs and the property is listed on the National Register of Historic Places.



BRAND STORY

The Nelson Brothers

- On a hot summer day in 2006, Bill Nelson invited his two sons, Andy and Charlie, to see a butcher in Greenbrier, Tennessee. Across the street from the butcher, there was the old warehouse built by their grandfather, once home to the nation's largest producer and supplier of Tennessee Whiskey.
- After this discover, The Nelsons met with the curator, who revealed her most prized possessions: two original bottles of Nelson's Green Brier Tennessee Whiskey. It was love at first sight.
- With sincere conviction, they made a pact to bring the family whiskey business back to life. After three years of research, planning and hard work, the Nelsons re-formed the business that had closed exactly 100 years earlier in 1909 during Prohibition. With the spirit in their blood, Charlie and Andy followed their hearts, devoting their lives to resurrecting Nelson's Green Brier Whiskey and producing top-quality product, appreciated by aficionados everywhere.



ANDY NELSON

Co-Founder & Head Distiller

- Andy Nelson is the co-founder and head distiller of Nelson's Green Brier Distillery in Nashville, Tennessee. His introduction to the business came by chance in 2006, when he and his younger brother Charlie learned that their triple great grandfather, Charles Nelson, had been one of the most prominent whiskey distillers in pre-prohibition America.
- After a period of immersive research into their family history—and the business of making and selling whiskey in the 21st century—the Nelson brothers dedicated themselves to the resurrection of Nelson's Green Brier Distillery. Their efforts over the ensuing decade have generated a great and ongoing success story.
- Though the brothers' roles overlap, Andy's specialty within the company is the art and craft of distilling. His work first bore fruit in 2012 with the launch of the multiple award-winning Belle Meade Bourbon and the associated limited-edition lines it has inspired. But its greatest success (to date) came in 2019, when Nelson's Green Brier Tennessee Whiskey —based on Charles Nelson's original 1860 recipe—was released in Nashville, with a national roll-out to follow. Andy Nelson lives in Nashville with his wife Kristin and their dog, Clyde.



SUSTAINABILITY EFFORTS

- Nelson's Green Brier Distillery proudly stands as one of only eight distilleries, wineries, and breweries in Tennessee to officially be recognized by the state as a member of the Tennessee Sustainable Spirits Council. We believe it is our duty to make environmentally conscious decisions that positively affect the social, economic, and environmental well-being of our community. To become a member of the Sustainable Spirits Council, we were required to carry out a minimum of 25 initiatives to ensure that our facilities and production techniques are as environmentally friendly as possible. Examples of those initiatives include:
 - **Glass recycling** through a third party, Metro-Nashville (where the distillery is located) doesn't provide glass recycling pickup
 - **Closed-Loop Cooling System** that gently reduces water waste
 - **Repurposed Water Usage** used to cool mash cookers as the base for the next mash. Energy is conserved on the having to heat the next batch because the water is already hot
 - All warehouse and production lights are **energy efficient**, LED Lights
 - All our corn, wheat, and rye (not malt) is sourced from a **local farm**
 - All **non-GMO grains** used in Nelson's Green Brier
 - Setting a goal for all energy used in the production of **our products to be sustainably sourced by solar power by 2026.**



THE PACKAGING

Est. 1860



Proudly produced in
Nashville, TN

*Less than 30 miles from the
original distillery*

Bottle mold was created
from a 3D Scan of a
surviving bottle from the
late 1800s



Label features the same
design Louisa Nelson
trademarked in 1906



This trade-mark has been continuously
used by me in my business since A. D. 1860.
The class of merchandise to which

PROPRIETOR
Louisa Nelson
PER
Arthur E. Wallace,
ATTORNEY

Back Label features a
drawing of the original
distillery in Greenbrier, TN



DSP 5 Embossing on the
bottom of the bottle shows
NGBD as 5th registered
distillery in TN



91 Proof to honor
Charles Nelson who
passed in 1891



WHY NELSON'S GREEN BRIER ?



Historical significance

1. Started in 1860, our Tennessee Whiskey recipe pre-dates all other Tennessee Whiskies.
2. By 1885 records indicate the original distillery was producing more than 2 MILLION bottles of Nelson's Green Brier Tennessee whiskey.
3. Prior to prohibition, our Tennessee Whiskey was distributed throughout Europe and in many parts of Asia.

Unrivaled Liquid

1. At 91 proof, our Tennessee whiskey is bottled at a more robust, higher-proof than our competitors.
2. By NOT chill-filtering our Tennessee Whiskey, our product maintains complex tasting notes and a rich mouth feel.
3. Our wheated mash-bill mirrors the original recipe and sets the foundation for our extremely smooth whiskey.





PRODUCT PORTFOLIO

NELSON'S GREEN BRIER TENNESSEE WHISKEY

LATEST ACCOLADES

COMPETITIVE SET

COMPETITIVE ANALYSIS



NELSON'S GREEN BRIER TENNESSEE WHISKEY



The Original Tennessee Whiskey is back! We're proud to resurrect this remarkable family recipe, with the first bottling since 1909. Painstakingly filtered through a mellowing bed of sugar-maple charcoal and aged in new charred oak barrels, it's easy to taste why Charles Nelson's wheated-mash-bill recipe and meticulous process set the standard by which all future Tennessee Whiskeys were judged. We think you'll agree, it's been well worth the wait.

PRODUCT SPECS

Bottle Size: 700ml

Proof: 91 (45,5% ABV)

Origin: Nashville, Tennessee (US)

Category: Bourbon/American Whiskey

Category Style: Tennessee Whiskey

MASH BILL

Corn, Wheat, Malted Barley

TASTING NOTES

Nose: caramel, vanilla, cinnamon and apple

Palate: brown sugar, cinnamon roll, caramel apple and cocoa

Finish: long, showing cinnamon, brown sugar, Gala apple and black cherry

LATEST ACCOLADES

Gold Medal – ISW Meininger's International Spirits Award 2023

Double Gold Medal – SIP Awards International Consumer Tasting 2022

Gold Medal – New York International Spirits Competition 2022

Gold Medal – San Francisco World Spirits Competition 2021

Gold Medal – Denver International Spirits Competition 2021

Gold Medal – SIP Awards International Consumer Tasting 2021



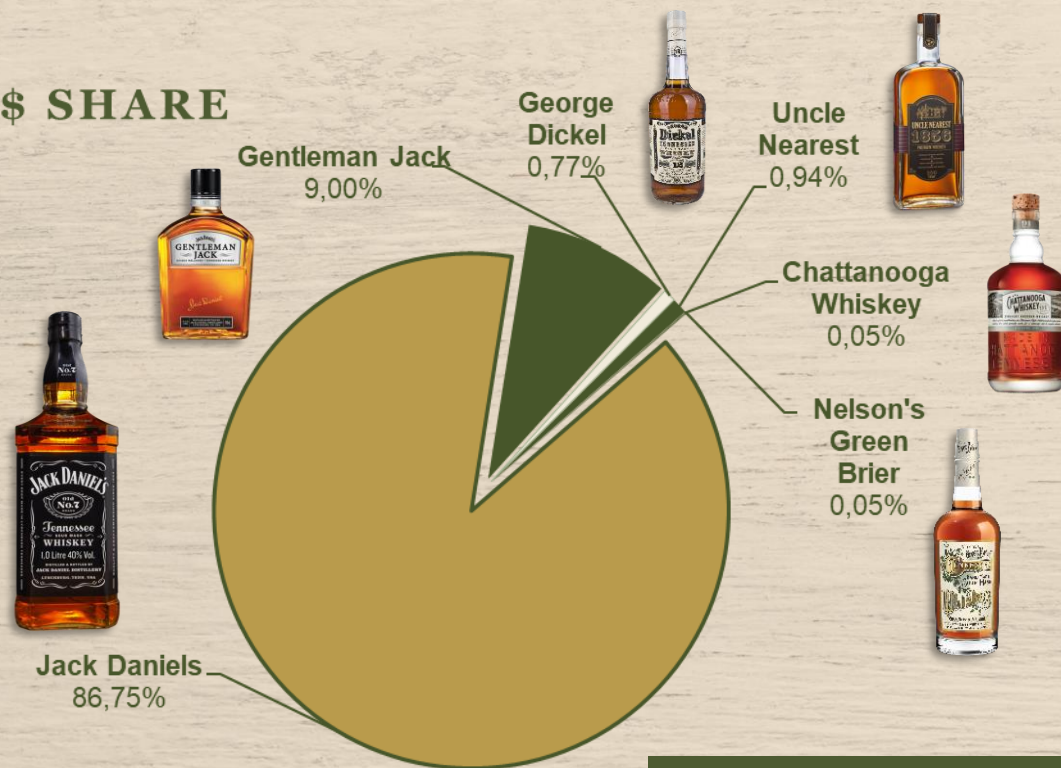
COMPETITIVE SET



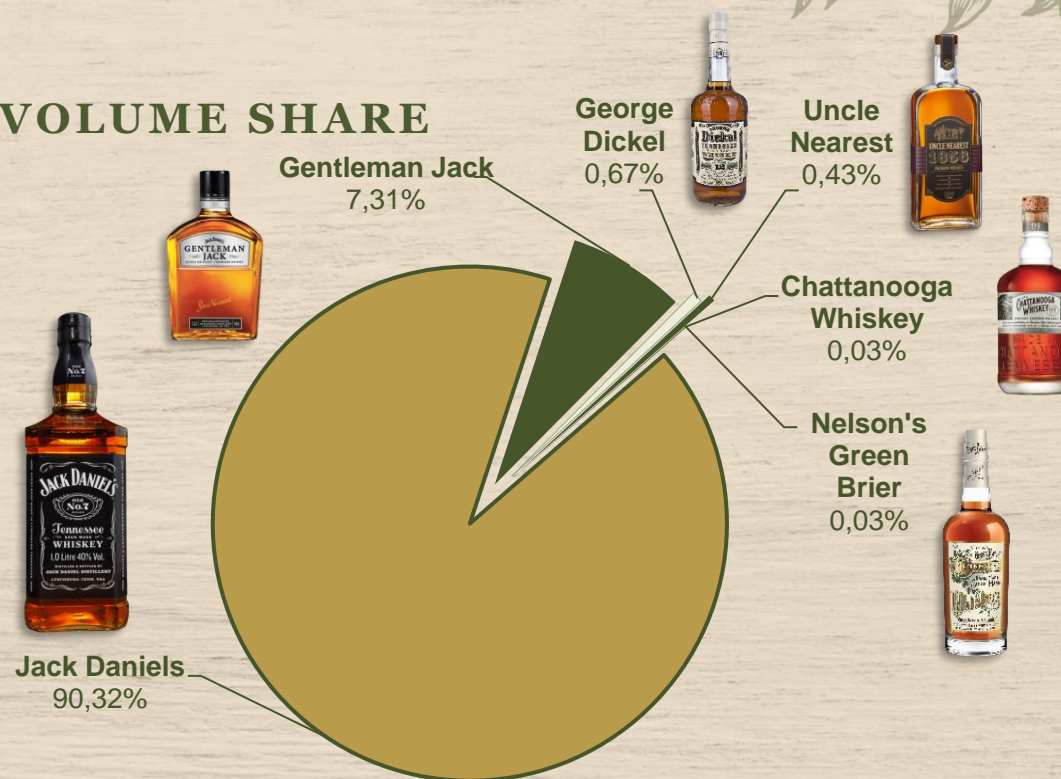
COMPETITIVE ANALYSIS

IRI L52 (ENDING 2/20/22): TENNESSEE WHISKEY*, BY BRAND

\$ SHARE



VOLUME SHARE



PREMIUMIZATION

Tennessee Whiskey has long been perceived as a working-class brand and Jack Daniels has caught almost the entire market in both value and volume share. However, the market is moving towards higher quality products, creating new market opportunities for brand like Nelson's Green Brier.

Jack Daniels excludes Single Barrels, Master Selects, and other Special editions.

George Dickel includes core SKUs only - No. 8 and 12

Uncle Nearest is not properly categorized as Tennessee Whiskey in IRI. \$ Sales was used to determine rank by comparison.

COCKTAILS





GREEN BRIER OLD FASHIONED

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 7,5 ml demerara syrup (2:1 ratio demerara sugar to water)
- 1 dash aromatic bitters
- 1 dash lemon bitters

PREPARATION

1. Combine all ingredients in a mixing glass
2. Add ice and stir until chilled
3. Strain into a rocks glass over one large cube or sphere
4. Express the oils from a lemon peel over the top of the drink
5. insert peel into the drink



COFFEE CARDAMOM OLD FASHIONED

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 15 ml Cold Brew Coffee
- 15 ml Demerara Simple Syrup (1:1 Demerara Sugar to Water)
- 2 Dashes Cardamom Bitters
- 1 Dash Orange Bitters

PREPARATION

1. Combine all ingredients in a mixing glass
2. Add ice and stir until chilled
3. Strain into a rocks glass over one large ice cube
4. Express the oils from a lemon peel over the glass
5. Garnish with the lemon peel



MAPLE OLD FASHIONED

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 7,5 ml Maple Syrup
- 1 Dash Aromatic Bitters
- 1 Dash Lemon Bitters

PREPARATION

1. Combine all ingredients in a mixing glass
2. Add ice and stir until chilled
3. Strain into a rocks glass over one large ice cube
4. Express the oils from a lemon peel over the glass
5. Garnish with the lemon peel



DON & BETTY

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- Barspoon of brown sugar
- Orange slice
- Luxardo cherry
- 1 dash aromatic bitters
- 1 dash orange bitters

PREPARATION

1. Place orange slice and cherry in the bottom of a mixing glass
2. Add brown sugar and bitters and muddle gently to combine
3. Add whiskey and ice and stir until chilled
4. Fine strain into a rocks glass over one large cube or sphere
5. Express the oils from an orange peel over the top of the drink and insert peel into the drink.



A PORT IN TENNESSEE

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 22,5 ml lemon juice
- 15 ml passionfruit puree
- 7,5 ml grenadine
- 2 dashes tiki bitters

PREPARATION

1. Combine all ingredients in a cocktail shaker
2. Add ice and shake until chilled
3. Strain into a glass or tiki mug over pebble ice
4. Garnish with a lemon wheel and orchid



PEACH & THYME WHISKEY SMASH

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 22,5 ml lemon juice
- 30 ml peach jam
- 7,5 ml honey
- 3 sprigs thyme

PREPARATION

1. Combine all ingredients (including the thyme) in a cocktail shaker
2. Add ice and shake hard until chilled
3. Fine strain into a rocks glass over pebble ice
4. Garnish with additional thyme



HOLLYWOOD HIGHBALL

INGREDIENTS

- 45 ml Nelson's Green Brier Tennessee Whiskey
- 22,5 ml honey liqueur
- 45 ml grapefruit juice
- 7,5 ml lemon juice
- 7,5 ml simple syrup
- 2 dashes grapefruit bitters

PREPARATION

1. Combine all ingredients in a cocktail shaker
2. Add ice and shake until chilled
3. Strain into a highball glass over ice, top with a splash of soda water
4. Garnish with a grapefruit peel



BLACKBERRY BRIER

INGREDIENTS

- 60 ml Nelson's Green Brier Tennessee Whiskey
- 30 ml blackberry syrup
- 15 ml lemon juice
- 7,5 ml vanilla syrup
- 3 dashes peach bitters

PREPARATION

1. Combine all ingredients in a cocktail shaker
2. Add ice and shake until chilled
3. Strain into a rocks glass over pebble ice
4. Garnish with a lemon wheel

APPENDIX





UNIQUE HISTORY

It's a classic immigrant story. In 1850, 15-year-old Charles Nelson, a soap maker's son, sails to America to find a better life. Tragically, his father drowned during a storm, losing the family's savings to the sea.

Young Charles, now the provider for his mother and five siblings turns entrepreneur, first making soap, then opening a butcher shop, then a grocery store in Nashville.



LASTING LEGACY

The best-selling products at the store are whiskey and coffee. His vendor takes over production of the future-famous Maxwell house coffee brand, while Charles pursues whiskey.

In 1867, he buys the maker of his whiskey, Green Brier Distillery, and by 1885, renowned for quality, sales of his 30+ brands tops **2 million bottles annually around the globe.**

After Charles's death in 1891, his widow, Louisa, takes the helm, growing the distillery until 1909, when prohibition marched into Tennessee, shutting them down.



LOUISA NELSON



ONE CHANCE ENCOUNTER

One hot summer day in 2006, Charlie and Andy Nelson were driving with their father to a butcher shop in Greenbrier, TN. They pulled over for gas and noticed a historic marker for Nelson's Greenbrier Distillery. Although the brothers had heard the family lore, nobody knew the real story anymore. But the sign got the three talking.

At the shop, they asked the butcher if he'd ever heard of the distillery. He pointed across the street to a warehouse and a crystal-clear spring. Then, he introduced them to the town's historian, who proudly pulled two original bottles of Nelson's Green Brier Tennessee Whiskey from the Historic Society collection. At that moment, Charlie and Andy knew: **"This is our destiny."**



DESTINY MEETS DETERMINATION

Fresh out of college with no whiskey-making experience, Charlie and Andy Nelson weren't anybody's vision of a sure bet for success, especially during the worst economic downturn since the Great Depression.

After years of research, planning, and hearing “no” from more potential investors than they care to count, the brothers decided they needed to make the leap on their own and craft a whiskey that would prove they have what it takes to bring a Tennessee legend back to life



SVEDKA

BRAND PRESENTATION

SVEDKA

BRAND STORY & BRAND PURPOSE

Started in Sweden, now we're here. SVEDKA made its debut in the US market in 1998, and SVEDKA is now proudly 100% American. We take American corn and distill it four times for a taste that's totally SVEDKA, for a vodka that doesn't define "with what" or "where" it goes, but how it goes. We're for the party starters, the moment celebrators, and the cultural collaborators.

For those who are energized by shared experiences, SVEDKA is the bold beverage brand that makes you embrace spontaneity and regain the joy in unscripted living.



SVEDKA GOES

*When you live a life where everything GOES, you
need a drink that GOES.
And we're not talking about with, what or where.
We are talking how. It's s whole vibe.
You know it when you see it.*

*SVEDKA find that freshness –
where dope people and different cultures collide.
The kind of shit you can't make up.
And we put it out from the whole world to see.*

*That's how we go –
unscripted to uncover the unexpected.
The unexpected cocktail that keep the night lit.
The collabs that shocked the world.
The nights nobody saw coming.*

*SVEDKA GOES big.
GOES cray. GOES off.
GOES everywhere.*



SVEDKA GUARDRAILS

IS

Nouns, Exclamation, & Adjectives

Places

Short Phrases

Appropriate Slang

Inclusive

Celebratory

Colloquial

A Bit of Flair and Wit

Action Oriented

IS NOT

Prepositions

Negating

Abbreviations

Used in the Middle of a Sentence

Ostracizing or Patronizing

Show-offish

Salesy or Cliché

Flat & Uninterested

Uninformed

SVEDKA

PRODUCT LINE-UP



80P VODKA

SVEDKA 80P Vodka is a smooth, unflavored vodka infused with a subtle, rounded sweetness. This bold, crowd-pleasing vodka is distilled four times to remove impurities and ensure the ingredients never stall or pool throughout the distillation process. The result is a clean, clear taste with a balanced body and a crisp finish, making this vodka a perfect choice to sip over ice or in your favorite vodka cocktail.

ALCOHOL: 40% ABV

FORMATS: 200ml (PET Bottle), 375ml (PET Bottle), 750ml, 1L

TASTE: smooth texture with a clear, clean taste

GLUTEN FREE | 4 TIMES DISTILLED



SIGNATURE COCKTAILS (With SVEDKA Vodka 80P)

SVEDKA VODKA SODA



INGREDIENTS:

1 part SVEDKA Vodka 80P
4 parts Cold Soda Water
2 Lime Wedges
Splash of Pineapple Juice

PROCESS:

Squeeze one lime wedge into a rocks glass filled with ice. Add SVEDKA, pineapple juice, and soda water — stir to combine. Serve with a straw, garnish with the other lime wedge.

SVEDKA MULE



INGREDIENTS:

2 parts SVEDKA Vodka 80P
½ part Fresh Lime Juice
1 part Pomegranate Juice
5 parts Cold Ginger Beer

PROCESS:

Fill a Collins glass with ice, pour in SVEDKA, lime juice, and top with cold ginger beer. Float pomegranate juice on top. Garnish with a lime wedge.

SIGNATURE COCKTAILS (With SVEDKA Vodka 80P)

INTO FUTURE



INGREDIENTS:

1 part SVEDKA Vodka 80P
 ½ part Blue Curaçao
 2½ parts Orange Juice
 6 drops Vanilla Extract

PROCESS:

Build in collins glass (or rocks glass) over ice, stir to combine. Garnish with an eyeball or plastic spider.

APPLE PIE



INGREDIENTS:

2 parts SVEDKA Vodka 80P
 1 part Brandy
 2 parts Apple Cider
 1 part Triple Sec
 1 part Fresh Lemon Juice

PROCESS:

Combine ingredients in a cocktail shaker filler with ice. Shake vigorously and strain into a martini glass. Garnish with apple slices dusted with cinnamon-sugar.