

A New Riff on an Old Tradition



KENTUCKY STRAIGHT RYE WHISKEY

New Riff Distilling's core Rye whiskey is full-bodied, offering hugely spicy character. Building upon America's 1897 Bottled-in-Bond Act—already the highest quality standard for aged spirits in the world—New Riff Rye is Bottled In Bond Without Chill Filtration. Featuring a unique mashbill of 95% rye and 5% malted rye, it represents a new riff on our hallowed local Rye whiskey traditions. Aged four years in full-size 53-gallon toasted and charred new oak barrels, there are no shortcuts taken in its traditional production. All New Riff whiskeys are made with the full sour mash Kentucky Regimen; all carry an age statement and are always bottled without chill filtration.

Our distillers learned the black arts of the hardest whiskey in the world to make—the famed 95% Rye—under the direct tutelage of the distiller who mastered it in Indiana, Larry Ebersold of Seagram's. Taking Master Larry's instruction in hand, we put a riff on it to the tune of adding 5% malted rye, a unique twist that aids in pulling additional flavors out of the rye and adds a touch of the elegance of malted rye. New Riff Rye is splendid with a splash of water, and of course folds magnificently into classic Rye Manhattan and Old Fashioned cocktails.

TASTING NOTES

BOTTLED IN BOND WITHOUT CHILL FILTRATION
100% RYE (95% RYE, 5% MALTED RYE)
AGED AT LEAST 4 YEARS
100 PROOF

Appearance: Extra rich, unfiltered deep amber color.

Nose: Spicy and detailed, showing mint, black pepper, and vanilla with hints of orange and oak.

Taste: Cinnamon spice, vanilla and sweet toffee moving into a bold mouth feel with rich Rye spice, caramel and toasted oak. Complex flavors drink older than four-year-old.

Finish: Bold Rye spice with vanilla buttercream and lingering brown sugar, plus a mineral-grassy Rye tone that fades slowly.



NEWRIFFDISTILLING.COM

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