



BORN IN THE SMOKIES



PIGEON FORGE ♦ SEVIERVILLE ♦ TENNESSEE

Executive Summary – We truly appreciate your interest in adding our handcrafted whiskies into your portfolio. We will provide every sales and marketing tool available to drive consumers to your retail accounts. We provide high distributor and retail margins to assure success within your marketing footprint.

XXX Distillery LLC is located in East Tennessee tucked away in the hallowed hills of the famed Smokey Mountains. Our micro-distilled, unique whiskies are handcrafted and bottled in the Old South's Corn Whiskey tradition. In fact, our Southern Corn Whiskey uses only the finest natural ingredients, spring water, glassware and craftsmanship.

- 1) **Great Tasting 50 Proof Corn Whiskeys**
- 2) **Micro-Distilled / Hand-Crafted / Small Batches**
- 3) **English Mountain (Smokey Mountain) Spring Water**
- 4) **Natural Flavoring, Hand-Crafted in Beautiful Glassware**
- 5) **Caramel, Espresso, Cinnamon, S'mores, & 100 proof TN Corn Whiskey**
- 6) **Distributor Support, Programming and Continued Market Visits**
- 7) **Local, State & National Press Releases, Marketing & Advertising**
- 8) **Effective Point of Sale Materials, Posters, Shelf Talkers and Table Tents.**



CERTIFIED CRAFT



XXX Distillery was highly decorated this past year at the CWSA Competition for Best Taste. Our Caramel took home the Bronze, our Espresso took Gold and our Tennessee Corn Whiskey was awarded Double Gold and named Spirit of the Year for 2016.



CERTIFIED CRAFT

CARAMEL WHISKEY

750ml 25% ABV 50 Proof



Color – Warm Caramel

Nose – A distinctive blend of aromas, flavors, corn whiskey and strong fresh, natural sweet caramel. Perfect balance of richness and sweetness.

Taste – Starts with a full-bodied, ultra smooth texture followed with sweet caramel sensations and corn whiskey backing.

Finish – Balanced finish of sweet caramel and corn whiskey for a super smooth finish with great tasting aftertaste.

CERTIFIED CRAFT

ESPRESSO WHISKEY

750ml 25% ABV 50 Proof



Color – Dark Mocha

Nose – Nutty, dark rich roasted coffee aroma with artisanal characteristics and rich essence. Stimulates the nose and provides a great bouquet of mocha scents.

Taste – Powerful roasted bean flavoring, smooth rich palate, and delightful espresso familiarity. The corn whiskey contributes with the perfect amount of heat.

Finish – A long and pleasant finish with remaining notes of corn and espresso creating a sense of pioneering spirit in every toast.

CERTIFIED CRAFT

S'MORES WHISKEY

750ML 25%ABV 50 Proof



Color – Dark Brown Cherry

Nose – Our S'mores aroma combines chocolate, marshmallow and hints of crushed graham crackers. Caramel and butterscotch scent is as appealing as S'mores are to camping.

Taste – Vibrant in taste, honey and cream meets chocolate layer cake with graham cracker crust. Outdoorsy Refreshing and Memorable.

Finish – Long, sweet and forever finish compliments the entire S'mores outdoor experience. .



CERTIFIED CRAFT

CINNAMON WHISKEY

750ml 33.3%ABV 66.6 Proof

Color – Reddish Mahogany

Nose – Our distinctive blend and pronounced aroma of fresh cinnamon spice dominate the sensory experience. Natural flavors rule the aroma with sweet corn mash surroundings.

Taste – The flavorsome palate starts with a full-bodied, silky smooth, heated experience followed with sweet cinnamon sensations.

Finish – The cinnamon natural flavor delivers a surprisingly smooth finish with heat and sweet finish.

CERTIFIED CRAFT

TENNESSEE CORN WHISKEY

50 Proof / XXX Distillery



Color – Rich Auburn Mahogany

Nose – The 100% corn caresses the nose with a great balance of sweet mellow oak combined with light summery delightfulness.

Taste – Robust and Intense at 100 proof, the oak pulls back at the palate and provides a soft and pleasant encounter. Mature and Developed.

Finish – Deeply rich with well-adjusted flavor that excites the palate with plentiful earth notes.



Beer Distributors

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