

# Conserving America's Hunting & Fishing Heritage



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Dear Distributor,

Thank you for taking time out to review America's "Most Dedicated" line of whiskies for the Great Outdoors. We provide high retail and distributor margins along with Great Distributor Support and Programming. Please review the following presentation, product information, packaging and pricing.

Please contact your state manager at Prestige and he or she will review the entire presentation and discuss your companies interest.

**Thank You**



## Rod & Rifle Bourbon

**Rod & Rifle Bourbon** is designed, produced and marketed with passion for the Great Outdoors. Our 88 proof bourbon is perfect to enjoy after a great day on the river, stream or lake or successful trip into the woods, mountains or fields.

**Tasting Notes** – Medium to dark amber color; smooth marzipan and tea nose; silky texture; smooth, rich with balanced spice and vanilla oak; extremely smooth at first and ends with a “Smokey Camp Fire Finish”.

### **DID YOU KNOW:**

**American’s Spend Over \$83 Billion Each Year In Hunting & Fishing Goods**





## Rod & Rifle Rye

**Rod & Rifle Rye Whiskey** is distilled, aged and bottled to create a high quality 84-proof Rye Whiskey for outdoor enthusiasts. Our Rye whiskey combines small town, time honored tradition for a rich and balanced taste. Always Hunt, Fish, Shoot and Enjoy the Outdoors Responsibly!

**Tasting Notes** – Huge distinctive color; tastes of caramel, wild berries and sweet corn; superb velvety texture with a brilliantly balanced palate; finish is spicy outdoors with a “Camp Fire Smokey Finish”.

**DID YOU KNOW:**

**Over 19.3 Million People Will Hunt This Year**



## Rod & Rifle Whiskey

**Rod & Rifle Whiskey** is perfectly priced and produced for “Outdoor Enthusiasts”. We merge our knowledge of great bourbon and rye to hand craft our 80 proof Rod & Rifle Whiskey. Unlike other whiskies, we do not use Neutral Grain Spirits when producing Rod & Rifle.

**Tasting Notes** – Rich copper color; tastes of buttery pecans, dried fruit and sweet jams; outstanding consistency and outdoorsy taste; wraps up with a peppercorn and “Camp Fire Smokey Finish”.

**DID YOU KNOW:**

**Over 60 Million People Will Fish This Year**





## Keys To Our Success

- Point of Sale Materials
- Great Individual State Sales Sheets
- Finest Barrel Aged American Bourbon
- American Whiskey from Bourbon Distillate
- Smooth American Oak Barrel Aged Rye Whiskey
- Outdoor Enthusiasts Among Most Passionate Buyers
- Preserving America's Hunting and Fishing Heritage
- 90 Million Americans Annually Enjoy The Outdoors
- Generous Contribution To Your Conservation Groups



**WELCOME TO THE AMERICAN WHISKEY REVOLUTION**



# Beer Distributors

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