



**Whiskey Chronicle Reference links:**

[https://en.wikipedia.org/wiki/Anchor\\_Brewing\\_Company](https://en.wikipedia.org/wiki/Anchor_Brewing_Company)

<https://earthquake.usgs.gov/earthquakes/events/1906calif/18april/>

<https://www.atlasobscura.com/places/hotalingwhiskeywarehouse>

[https://en.wikipedia.org/wiki/Hotaling\\_Building](https://en.wikipedia.org/wiki/Hotaling_Building)



San Francisco State (Golden) Gators (formerly Gaters with an E)



## HOTALING & CO. INTRODUCES J.H. CUTTER WHISKY

*\* Inspired by 19<sup>th</sup> Century Whisky Made Famous by San Francisco's A.P. Hotaling*

*\* A Blend of Kentucky Bourbon & Old Potrero Rye Whiskey*

*\* A Revival of J.H. Cutter's Original Packaging*



**San Francisco, February 12, 2019** – In the mid- to late-1800s when A.P. Hotaling's liquor warehouse was the talk of San Francisco, the most celebrated whiskey in his stock was known as J.H. Cutter, an American whiskey that commanded the premium price of the day – an estimated \$5 per bottle. Today, San Francisco's Hotaling & Co., the importer and distiller formerly known as Anchor Distilling Company, introduces a reincarnation of that original whiskey – J.H. Cutter Whisky (using the spirit's spelling of the day).

This blend of American whiskies, bottled at 48% ABV and offered for \$50 SRP, brings together 73% sourced bourbon from Kentucky Bourbon Distillers aged 4.5 years, 17% Old Potrero 18th Century Style Rye Whiskey aged a minimum of 3.25 years, and 10% Old Potrero Port Finish Rye Whiskey aged 4 years to achieve maximum complexity.

“A.P. Hotaling was the original man of whiskey in the western United States, and with this release of J.H. Cutter, we seek to pay homage to his impact on San Francisco’s whiskey heritage, and celebrate a once great brand,” says Hotaling & Co.’s President & CEO Dennis Carr.

### **J.H. Cutter Whisky**

*(48% ABV; \$50 SRP)*

Nose: Sweet and spiced with hints of pear. Notes of brown sugar and caramel make themselves present as the spirit opens up.

Palate: Smooth, creamy bourbon mouthfeel with a distinctly rye backbone. A balance of spice and sweetness with soft stone fruit in the middle.

Hotaling & Co.’s J.H. Cutter packaging, which includes an amber glass bottle, takes inspiration from the original J.H. Cutter Whisky. In the 1800s, A.P. Hotaling & Co. began embossing its bottles to prove their products’ authenticity and quality over imitators. The bottle top is a nod to the porcelain tops of the time with an antique silver-colored capsule that is reminiscent of the metal that once adorned the tops of whiskey bottles.

When Hotaling & Co. adopted its new name, it drew inspiration from A.P. Hotaling, who was one of the country’s most reputable spirits dealers in the second half of the 1800s. In San Francisco drinks culture, Hotaling’s name became immortalized when his whiskey warehouse on Jackson Street survived the 1906 San Francisco earthquake and fire. Following in their namesake’s footsteps, Hotaling & Co.’s new J.H. Cutter continues the company’s celebration of San Francisco’s whiskey heritage.

For more information about Hotaling & Co., visit [www.HotalingandCo.com](http://www.HotalingandCo.com).

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### **About Hotaling & Co. (pronounced ho-de-ling)**

Hotaling & Co., formerly Anchor Distilling Company, is an importer and distiller of fine spirits headquartered in San Francisco. Originally established in 1993 by beverage visionary Fritz Maytag, fueled by the bold realization that there were no pot-distilled whiskies or high-end craft gins being made legally in America at the time. As a result, Anchor Distilling Company is credited with creating America’s first craft whiskey (Old Potrero) and gin (Junipero Gin) after Prohibition. In 2010, Fritz Maytag retired and sold Anchor Distilling Company to a business partnership that included Tony Foglio and London’s oldest wine and spirit merchant, Berry Bros. & Rudd. With the sale, Anchor Distilling Company expanded beyond production on Potrero Hill to incorporate importing a collection of super-premium craft spirits from around the world. Today, newly named Hotaling & Co., has earned a nationwide reputation for its curated portfolio of premium craft spirits imported into the U.S. that is made up of over 300 specialty products from 23 countries. The Hotaling name remains a part of San Francisco drinking culture as the distillery celebrates 25 years of production, a proud tradition that will continue into the future alongside the other core business pillars: importing and consumer education. [www.HotalingandCo.com](http://www.HotalingandCo.com).



## **SAN FRANCISCO ORIGINALS: Old Potrero Rye Whiskey & Junípero Gin**

*\* The Return of Pot-Distilled Whiskey Made from the Grain of Choice  
for America's First Distillers \**

*\* The First Craft Gin Distilled in the U.S. After Prohibition;  
Bold, Unfiltered & High Proof for Elevated Flavor \**



**SAN FRANCISCO** – Hotaling & Co., formerly Anchor Distilling Company, was established in 1993 by Fritz Maytag, the same beverage visionary who sparked the craft beer movement with his purchase of Anchor Brewing in 1965. After several decades of exclusively producing beer, Maytag and his team saw an opportunity in craft distilling in the early 1990s. The team began experimenting after realizing that there were no copper pot-distilled whiskies or gins still being made legally in America.

### **The Return of Pot-Distilled Whiskey to the United States**

Old Potrero recreates the original whiskey of America, and marks the return of pot-distilled whiskey in the United States, with rye being the grain of choice for America's first distillers. Finding inspiration in the rye whiskies of America's past and the great single malt whiskies of Scotland, the original distilling team, which included master distiller Bruce Joseph, who now marks his 40<sup>th</sup> anniversary at Hotaling & Co., began building a distillery. The first whiskey went into barrel in 1994, and the distillery soon began producing three rye whiskies, all pot-distilled from a mash of 100% malted rye at the Hotaling & Co. Distillery on San Francisco's Potrero Hill: Old Potrero Straight Rye Whiskey (48.5% ABV); Old Potrero 18<sup>th</sup> Century Style Rye Whiskey (51.2% ABV), and Old Potrero Single Malt Hotaling's Whiskey (50% ABV), in

addition to limited-edition special finishes. Leading spirits historian David Wondrich has since named Old Potrero the “#6 most influential spirit of the last 25 years.”

### **The Original American Craft Gin That Launched A Thousand Gins**

The idea to make a gin was in part fueled by the experience, knowledge, and inspiration that the distilling team – which had been part of the brewing team – had gained while developing Anchor Brewing’s spiced Christmas Ale: The process of choosing the botanical blend was similar to choosing the spices for each year’s holiday brew. In 1996, the recipe for Junípero Gin was finalized and the botanical blend became a coveted secret. In 2016, to mark its 20<sup>th</sup> anniversary, the gin’s unique botanical blend was revealed. Junípero Gin begins as a grain neutral spirit and is redistilled once in a copper pot still with 12 botanicals: Juniper Berries, Coriander Seed, Angelica Root, Orris Root, Dried Lemon Peel, Sweet Orange Peel, Seville Orange Peel, Cubeb, Cassia Bark, Cardamom, Anise Seed, and Grains of Paradise. In addition to the special recipe, the distilling team decided to go unfiltered for elevated flavor – resulting in a clean, crisp, bold gin that is popular for its full mouthfeel and higher proof point of 98.6. In creating Junípero, the distilling team created the original American craft gin that was the catalyst to the craft gin movement, and thereby is responsible for the launch of a thousand gins.

### **A New Chapter as Hotaling & Co.**

In 2017, Anchor Brewing Company was sold, and although Anchor Distilling Company was not part of the sale, it relinquished the rights to use the “Anchor” trademark. In early 2018, the new name of “Hotaling & Co.” was announced, a reference to one of Anchor Distilling’s most beloved small batch whiskeys and to the San Francisco legend A.P. Hotaling, who came out West during the Gold Rush and quickly became one of the original and most reputable spirits dealers in the country. Born in 1828, Hotaling moved from New York to California in 1852, where he found his calling in San Francisco as a purveyor of fine whiskeys and proceeded to build the largest liquor wholesaler in the West. In San Francisco drinks culture, Hotaling’s name became immortalized when his whiskey warehouse on Jackson Street survived the 1906 San Francisco earthquake and fire.

Today, Hotaling & Co. is a quickly growing distiller and importer representing a curated portfolio of super-premium artisanal spirits like Luxardo Liqueurs, Nikka Whisky, and HINE Cognac, and celebrates 26 years of production.

[www.HotalingandCo.com](http://www.HotalingandCo.com)



INTRODUCING:  
**H I R S C H**



*\* New HIRSCH Selected Whiskeys' THE HORIZON Straight Bourbon Whiskey  
Invites Enthusiasts to Explore an Iconic American Whiskey\**

*\*92 Proof Expression Shares Full Batch Recipe\**

*\*Whiskey Drinkers Invited to Discover the Journey is the Reward\**



**SAN FRANCISCO, June 9, 2020** – In 1974, when A.H. HIRSCH first imagined his now legendary bourbon, he set the gold standard for thoughtful American whiskey. Today, Hotaling & Co., the San Francisco-based leading importer and distiller of super-premium artisanal spirits, introduces a descendant from this iconic whiskey, HIRSCH Selected Whiskeys, which launches with the release of THE HORIZON Straight Bourbon Whiskey (46% ABV, \$39.99 SRP). This first expression reflects the brand's philosophy of curating the best in American whiskey and

celebrates “The Spirit of the Journey,” and drinkers will discover that the journey is the reward with additional HIRSCH expressions released beginning in 2021.

THE HORIZON combines two straight bourbons distilled in Lawrenceburg, IN, and is intended to allow whiskey enthusiasts to navigate the landscape of bourbon. Each bottle of THE HORIZON, which is 92 proof, provides the exact batch specifications on the rear label, for the bourbon enthusiast who seeks that level of detail. The inaugural batch, AHH0320, is made up of two components: 94% of the blend is distilled from a traditional mash bill of 75% corn, 21% rye, 4% malted barley aged 5 years and 4 months; the remaining 6% is distilled from a high-rye mash aged 6 years and 2 months for added complexity.

On the nose, THE HORIZON offers a classic bourbon profile with sweet cornbread and vanilla. The palate is balanced with warm notes of cinnamon and oak, followed by a long finish with slight lingering sweetness. The whiskey is approachable neat and on the rocks, enjoyable for both casual whiskey drinkers and enthusiasts alike.

To convey the new HIRSCH Selected Whiskeys’ sense of adventure and discovery, award-winning packaging and branding design company Stranger & Stranger incorporated the image of a sextant into the brand’s logo to communicate *the Spirit of the Journey*. The flask-shaped bottle features a wooden-top cork stopper with compass marks, while the label features a color scheme that evokes nautical maps and other visual references to travel and exploration. The base of the bottle hides a message for the curious: “No Stone Left Unturned.”

“We invite people to take a journey into the world of bourbon and discover what makes HIRSCH legendary,” says Dan Leese, President and CEO of Hotaling & Co. “THE HORIZON takes the first step into the future of HIRSCH, with additional expressions planned to round out the collection.”

HIRSCH’s THE HORIZON arrives in stores and bars this summer 2020 in California, Texas, Illinois, Massachusetts, Tennessee, New York, Kentucky, Georgia, and via online retailers. For more information about HIRSCH, visit [www.hirschwhiskey.com](http://www.hirschwhiskey.com) and follow the journey on Instagram @hirschwhiskey.

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#### **About HIRSCH Selected Whiskeys**

The story of American whiskey is not complete without mention of A.H. Hirsch Reserve 16 Year Old, widely considered the best American bourbon ever produced – even inspiring revered whiskey expert Chuck Cowdery to write the book, *The Best Bourbon You’ll Never Taste. The True Story of A. H. Hirsch Reserve Straight Bourbon Whiskey, Distilled in the Spring of 1974*. A.H. Hirsch was an investment banker who invested in the Schaefferstown Distillery, an historic landmark for American whiskey in operation for more than two centuries. [www.hirschwhiskey.com](http://www.hirschwhiskey.com). Link to media [photos](#).

#### **About Hotaling & Co.**

Hotaling & Co., the leading San Francisco importer & distiller, offers the finest curated portfolio of premium artisanal spirits. Hotaling & Co., originally named Anchor Distilling Company, was established in 1993 and is credited with releasing America’s first craft whiskey (Old Potrero) and American craft gin (Junipero Gin) after Prohibition. In 2010, Anchor Distilling Company was sold to a business partnership that included Tony Foglio and London’s oldest wine and spirit merchant, Berry Bros. & Rudd and began expanding to incorporate a collection of super-premium artisanal spirits imported from around the world. In 2017, Anchor Distilling became Hotaling & Co. The new name is a nod to one of Anchor Distilling’s most beloved small batch whiskeys (Old Potrero Hotaling’s Whiskey) and to the San Francisco legend A.P. Hotaling, who came out West during the Gold Rush and quickly became one of the most reputable spirits dealers in the country. Today, Hotaling & Co. celebrates exciting growth and achievements; marking its 26th year of distilling and its 10th year of commercially uniting artisan distillers from around the world and sharing their stories to discerning consumers.

Hotaling & Co.’s portfolio includes Luxardo Liqueurs & Cherries, Nikka Whisky, Junipero Gin, No.3 Gin, HINE Cognac, Lot 40 Rye Whisky, Convite Mezcal, Kavalan Whisky, Denizen Rum, HIRSCH Selected Whiskeys, Writers’ Tears Whiskey, Old Pulteney Whisky, Speyburn Whisky, Balblair Whisky, Arran Whisky, Old Potrero Rye Whiskey, and more. Visit [HotalingandCo.com](http://HotalingandCo.com) for a full list of brands.