

**Spirits of Whisk(e)y Eps 6**  
**Show Notes 6/10/2020**



**About George Dickel**

Since 1870, the fine folks at Cascade Hollow have honored George Dickel's dream of crafting the smoothest Tennessee whisky around. Today, 150 years later, we're still making awardwinning whisky at our historic distillery in Tullahoma, TN. Tucked away in the Tennessee hills and surrounded by 600 protected acres of forest and crystalfresh springs, Cascade Hollow has always been our home. Led by General Manager and Distiller Nicole Austin, the team at Cascade Hollow Distilling Co. continue the tradition of producing smooth sippin' whisky through high standards of authenticity and craftsmanship. A proud member of the Tennessee Whiskey Trail, we invite you to visit our home and learn more about how we make George Dickel Tennessee Whisky. For more information, go to [www.GeorgeDickel.com](http://www.GeorgeDickel.com) or check out @georgedickel on Facebook or Instagram. Your friends at Cascade Hollow remind you to always drink responsibly.

Last year, George Dickel entered the Bottled in Bond category by launching the brand's Fall 2005 whisky, which earned the coveted "Whisky of the Year" award from Whisky Advocate and was the top-rated American Whiskey of 2019 by Wine Enthusiast. Close to a year later, General Manager and Distiller, Nicole Austin, is continuing her pledge of transparency, authenticity and producing a quality whisky at an approachable price by releasing a new bottling of George Dickel's Bottled in Bond Tennessee Whisky.

Bold and balanced, this 11-year-old whisky was bottled in Fall 2008 and offers tantalizing notes of pecan, maple syrup and dried apple. At 100 proof (50% ABV), this release of George Dickel Bottled in Bond is best enjoyed slowly neat or on the rocks and plays well in many classic cocktails like an Old Fashioned or Perfect Manhattan.

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Link to Wikipedia for Bottled in Bond information:

[https://en.wikipedia.org/wiki/Bottled\\_in\\_bond](https://en.wikipedia.org/wiki/Bottled_in_bond)

Links to current information regarding laws of alcohol in California during the COVID 19 pandemic:

<https://www.abc.ca.gov/noticeofregulatoryrelief/>

<https://www.abc.ca.gov/lawandpolicy/coronavirus19/>

See the next 2 pages for more info on George Dickel:



# GEORGE DICKEL BOTTLED IN BOND

**PRODUCT DESCRIPTION:** *George Dickel is excited to announce the latest release of their fan favorite George Dickel Bottled in Bond, a limited-time offering. Following last year's Fall 2005 release, which earned the coveted "Whisky of the Year" award from Whisky Advocate, this Fall 2008 release continues to deliver the exceptional maturity and complexity that fans expect.*

*Bold and balanced, this whisky offers tantalizing notes of pecan, maple syrup and dried apple. At 100 proof, this George Dickel Bottled in Bond is best enjoyed neat or on the rocks and plays well in many classic cocktails like an Old Fashioned or Perfect Manhattan. Whisky drinkers can enjoy this rare, high proof liquid at an affordable price point.*

**BACKGROUND:** *The Bottled in Bond Act of 1897 was initially passed to guarantee a spirit's authenticity and quality. Like other spirits within the Bottled in Bond distinction, this George Dickel Bottled in Bond has been aged according to a special set of regulations from the United States Government's Standards of Identity for Distilled Spirits. To be labeled bottled-in-bond, the whisky must fit multiple criteria, which includes factors like:*

## BOTTLED IN BOND CHARACTERISTICS      GEORGE DICKEL BOTTLED IN BOND

One Distilling Season	Distilled in Fall 2008
Produced by one distiller	Distilled at DSP-TN-2
At Least 4 Years Old	11 Years Old
Bottled at 100 Proof	100 Proof (50% ABV)
Unadulterated, reduced to proof with only pure water	Unadulterated, reduced to proof with only pure water

## PRODUCTION

*Like the first George Dickel Bottled in Bond, this whisky has been led by General Manager and Distiller Nicole Austin, and similarly with this release, Nicole is building on her legacy of inventiveness while reinforcing her commitment to making consistent, quality whisky for a great value.*

**COLOR** *Dark Amber*

**NOSE** *Tantalizing notes of pecan, maple syrup and dried apple*

**TASTE** *Pecan, maple syrup and dried apple*

**NOTES** *Syrupy caramel*

**FINISH** *Rich oaky warmth*

## AVAILABILITY

*The new George Dickel Bottled in Bond is available in select markets across the nation for consumers to order directly to their homes or schedule a curbside pickup. To find out if your local liquor store offers these services, please give them a call or check-in with them online.*

**SIZE** **750ML**

**MANUFACTURER'S SUGGESTED RETAIL PRICE** **\$39.99**

**ALCOHOL BY VOLUME** **100 PROOF, 50% (ABV)**

## MEDIA

Allison Fleischer | Diageo | Allison.Fleischer@diageo.com

## CONTACTS

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PLEASE DRINK RESPONSIBLY. GEORGE DICKEL BOTTLED IN BOND. 50% Alc/Vol. Cascade Hollow Distilling Co., Tullahoma, TN.

*George Dickel*



# NICOLE AUSTIN

GENERAL MANAGER AND DISTILLER, CASCADE HOLLOW DISTILLING CO.



When Nicole Austin was hand selected by distilling icon Dave Pickerell to be the first employee for his spirits consulting firm in 2012, the spirits industry took note of her fresh thinking and strategic vision. When The New York Times dubbed her “Bourbon’s Master of the Craft” in 2014, the industry applauded her distilling expertise. When the rye whiskey she helped create won Double Gold at the 2015 San Francisco Spirits Competition, they celebrated her creativity and innovation. And in 2018, when she was named General Manager and Distiller for Cascade Hollow Distilling Co., Austin knew she’d found a home in Tennessee.

Nicole Austin graduated from Manhattan College with a major in Chemical Engineering in 2006, before landing her position as a Master Blender for Kings County Distillery in 2010. She then joined The Oak View Spirits consulting firm where she handled everything from raw material sourcing to contract negotiations. Most recently, Nicole served as a Project Commissioning Engineer for William Grant & Sons at the Tullamore Distillery in Ireland. She’s also been a fierce advocate for the distilling industry as a founding board member of the American Craft Spirits Association and co-chair of Legislative, Convention and State Guild Committees.

In her role as General Manager and Distiller of Cascade Hollow Distilling Co. Nicole leads the strategic direction of the company, which means she has dual responsibilities across operations and marketing for the distillery and its whisky brands. Since joining the Cascade Hollow team, she’s been instrumental in the latest innovations from George Dickel - including George Dickel Bottled in Bond that launched in May 2019 and was awarded Whisky Advocate’s “Whisky of the Year” distinction in December 2019. In March 2020, Nicole was also named as Artisan Spirit Magazine’s first ever “Distiller of the Year” where the selection committee weighed Nicole against several selection guidelines including “willing to push boundaries while still understanding and learning from tradition” to “industry advocate to customers and others outside the boundary of the distillery.”

Your friends at Cascade Hollow remind you to sip responsibly. George Dickel Tennessee Whisky.  
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