

B.R. DISTILLING TO RELEASE LIMITED SPECIAL RESERVE BLEND THIS SUMMER



(Photos courtesy of B.R. Distilling)

MEMPHIS, TN: B.R. Distilling Company, Memphis' oldest and most awarded distillery, announced its newest release, Blue Note Special Reserve, with an MSRP of \$225. This limited release will be available beginning in late June, with only 2,100 bottles available for purchase across select markets.

Blue Note Special Reserve is a blend of seven different finishing techniques on bourbons ranging from 4-19 years of age. This release is a combination of straight bourbon whiskies individually finished up to three additional years in cognac, Madeira, sherry, port, vino de Naranja, and American white oak barrels. The blend is comprised of three different mash bills distilled in Kentucky and Tennessee, then presented at a blended cask strength of 112.5 proof. This rare combination of profiles creates a complex tasting experience that evolves over time. In addition, the packaging for Special Reserve will feature the exact blend breakdown with ages, finishes and mash bills, giving the consumer as much detail as possible about this unique addition to the Blue Note lineup.

“We like to surprise Blue Note Bourbon fans with unique and limited offerings,” said B.R. Distilling Company President and CEO Logan Welk. “We had reserve inventory of different cask finishes, and instead of limiting them to each be their own individual single barrel, we felt this blend would produce an enhanced quality product that could reach more people and would be worth sharing for a limited time.”

B.R. Distilling Company has been in the news recently regarding the addition of an onsite tasting room in Memphis that opened for tours in May. Not only can guests tour every Thursday and Friday, but with the distillery's leadership team, they are able to add on a tasting experience featuring Blue Note Juke Joint, Blue Note Crossroads and Blue Note Uncut. If that's not enough, Blue Note Juke Joint and Blue Note Crossroads were recognized at the 2023 San Francisco World Spirits Competition winning Double Gold medals for the second year in a row in the oldest and largest competition of its kind. Additionally, Blue Note Uncut recently placed #7 on the 2022 Whisky Advocate annual rankings list.

Interviews, photography and product samples are available upon request. For additional information on Blue Note Bourbon, please visit www.BlueNoteBourbon.com. Follow Blue Note on Instagram ([@BlueNoteBourbon](https://www.instagram.com/BlueNoteBourbon)).

About B.R. Distilling Company: B.R. Distilling Company is the oldest distillery in Memphis, TN, and produces two award-winning brands, Blue Note and Riverset. Blue Note embodies Southern Culture and Delta Flavor. Blue Note is bold yet approachable, with big notes and a smooth structure. Blue Note and Riverset are currently distributed in Alabama, Arkansas, Colorado, Connecticut, Florida, Georgia, Kansas, Kentucky, Louisiana, Mississippi, Missouri, New Jersey, New York, Oklahoma, South Carolina, Tennessee, and Texas. For more information, visit www.BRDistilling.com.

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