



FOR IMMEDIATE RELEASE...

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B.R. DISTILLING INTRODUCES BLUE NOTE RYE TO COMPLEMENT AWARD-WINNING LINEUP



(Photo courtesy of B.R. Distilling)

MEMPHIS, TN: B.R. Distilling Company, the oldest licensed distillery in Memphis, announces the release of Blue Note Rye (MSRP 34.99) to its impressive whiskey lineup. Pulling inspiration from and embodying the spirit and soul of Memphis Blues, Blue Note Rye promises a bold yet smooth experience from the first sip. This new addition recently made its debut at the legendary Kentucky Bourbon Festival and will be available in all Blue Note distribution locations in early fall.

Blue Note Rye, an unfiltered straight rye whiskey, is aged a minimum of three years with a mash bill of 95% rye and 5% malted barley. At 93 proof, this rich and full-of-character rye whiskey has notes of vanilla, oak, cinnamon and apple with a crisp body leading to an inherently smooth and robust finish.

"In response to the growing demand for our Blue Note Bourbons and the expanding taste and geographic profile of our customers, we are proud to release our Blue Note Rye whiskey. This release further enhances our commitment to provide high-quality products with an accessible price point and proof range to customers across the U.S.," said B.R. Distilling Company President and CEO Logan Welk. "In a product landscape that includes many overpriced bourbon and whiskey offerings, we are proud to exceed our consumers' expectations while also providing a product that strongly resonates and is directed to our on-premise customers."

For a closer look, tour the Blue Note facility or enjoy the tasting room in Memphis, for an unfiltered, behind-the-scenes view of the process and art behind crafting extraordinary whiskey. Guests can embark on a guided tour from the Blue Note Bourbon leadership team with the option to add a tasting experience of the award-winning portfolio, including Blue Note Juke Joint, Blue Note Uncut, Blue Note Crossroads and the upcoming addition Blue Note Rye. With Blue Note Juke Joint and Blue Note Crossroads being honored at the 2023 San Fransico World Spirits Competition winning Double Gold Medals for the second consecutive year and Blue Note Uncut receiving the 2022 Double Platinum Ascot Award, the brand's latest venture, Blue Note Rye, is poised to impress.

Interviews, photography, additional information and product samples are available on request. Check out Blue Note Bourbon's new website and learn more about the award-winning lineup [here](#).

About B.R. Distilling Company: B.R. Distilling Company is the oldest distillery in Memphis, TN, producing the award-winning brand Blue Note. Blue Note embodies Southern Culture and Delta Flavor. Blue Note is bold yet approachable with big notes and a smooth structure and is 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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