

# The **MASTERSON'S** Difference

## MASTERSON'S WHISKEY



### Origin

USA

### Year Founded

2014

### With Deutsch Family

2017

### Key Selling Point

An exceptional rye whiskey, meticulously distilled to honor the rarefied "Bat" Masterson; one of the only ryes not on allocation; available nationally

### Tagline

100% Legendary

### Website

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

### Masterson's Facts

- Masterson's Rye is named for the colorful American frontiersman William "Bat" Masterson
- Masterson's is a 100% pot distilled straight rye whiskey
- The use of rye from Pacific Northwest means that this 10 year old rye has a unique smoothness not found in some other rye whiskeys
- Each bottle of Masterson's is labeled with the batch and the bottle number, a sign of the meticulous attention to detail that goes into the making of the final product
- Masterson's has historically received numerous outstanding scores from competitions and publications, including 94 points *Whiskey Advocate*, 94 points and Top 100 Spirits of 2016 *Wine Enthusiast*, 95 points *Tasting Panel* and was named best Canadian Whiskey in the world 3 different times (2015, 2016, 2017) by Jim Murray
- Aged at least 10 years in new white oak barrels



10 Year Straight Rye



**DEUTSCH FAMILY**  
WINE & SPIRITS