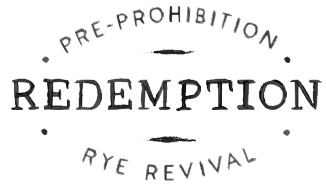


The **REDEMPTION** Difference



Origin

Lawrenceburg, Indiana

Year Founded

2010

With Deutsch Family

Since 2015

Key Selling Point

Redemption is bringing back bold, spicy, rye-forward whiskey

Tagline

This is the Rye Revival

Website

redemptionwhiskey.com

Facebook.com/RedemptionWhiskey

@RedemptionWhiskey

Youtube.com/c/RedemptionWhiskey

Redemption Facts

- Prior to Prohibition, rye whiskey's bold, spicy flavor connected with a generation not short on challenges. It was America's favorite spirit at the time. While rye whiskey largely disappeared once Prohibition lifted, the character and resolve that defined Americans did not. That's why at Redemption we believe that as we bring back true, authentic rye whiskey, it will be appreciated as much now as it was then.
- Redemption's line of premium whiskeys are enabling a new generation to discover America's original favorite 'rye-forward' whiskey. Distilled by MGP and crafted by master blender Dave Carpenter, Redemption Whiskey is inspired by genuine pre-Prohibition recipes to bring forth truly distinctive rye notes. Varying in bold flavors, Redemption can be enjoyed on its own or in a classic cocktail.
- Redemption provides a premium cocktail experience, due to the right combination of high rye mash bill, high proof and aging
 - » Rye-forward mash bill across Redemption's Rye-centric portfolio allows the flavor and spice from the Rye to stand out
 - » High proof allows Redemption to stand-up to dilution in cocktails, yet simultaneously remain approachable neat or on the rocks
- Redemption's Classic variants have three distinct mash bills, each with a 'rye-forward' recipe, that will appeal to a wide variety of consumers.
 - » Rye: 95% rye, 5% malted barley
 - » Bourbon: 75% corn, 21% rye, 4% malted barley
 - » High Rye Bourbon: 60% corn, 36% rye, 4% malted barley
- Critically acclaimed family of whiskeys including multiple Gold and 90+ point scores across the portfolio.*
- Redemption is a rising star in the industry, named Impact Magazine's Hot Prospect, three years running: 2017, 2018, and 2019.

* The exception being Redemption Single Barrel, given the unique nature of this item.



Rye Whiskey



Bourbon



High Rye Bourbon



Wheated Bourbon



Rum Cask Finish Rye



Single Barrel Select
High Rye Bourbon



Redemption Cognac Finish



10 Years Aged
Rye



9 Years Aged
Bourbon



10 Years Aged
High Rye Bourbon

