

KNOB CREEK

SINGLE BARREL

SELECT EXPERIENCE



Introducing Knob Creek® Single Barrel Select Rye Whiskey

Building off our award winning Knob Creek® Rye Whiskey*, 7th generation master distiller Fred Noe set out to create Knob Creek® Single Barrel Select Rye Whiskey with one purpose: to achieve an even bolder expression of Knob Creek's signature rye whiskey. A one of a kind opportunity that would give account and retailers a barrel they can call their own

Why Knob Creek® Single Barrel Select Rye Whiskey?

- Rye whiskey sales continue to surge, +15%¹, faster than any other whiskey category
- Building off the success and popularity of the Single Barrel Reserve Bourbon selection program, +16% in 2017²
- Available exclusively through the barrel program – each barrel sold is it's own unique expression of Knob Creek Rye Whiskey

1. Nielsen, TTL xAOC+, \$ % Chg 52WE 9/9/17

2. Knob Creek Barrel Program shipments, 2017 YTD thru September



*Notable Knob Creek® Rye Awards

Double Gold 2017 San Francisco World Spirit Competition

Gold 2016 / 2017 International Spirits Challenge

Gold 2016 Outstanding Medal; "Worldwide Best Rye Whiskey" IWSC

KEY DETAILS

- National launch in January 2018
- Customized metal plaque with account name
- 1 barrel of Rye will yield roughly 35 cases



TASTING NOTES*

- **COLOR:** Dark amber color
- **AROMA:** Expansive notes of herbs and rye with nuances of oak
- **TASTE:** Bold rye spiciness with undertones of vanilla and oak
- **FINISH:** Lingering warm flavor with spice throughout

* NOTE: Typical Knob Creek Rye tasting notes. Each barrel of Knob Creek Single Barrel Select Rye Whiskey will have its own unique tasting notes.

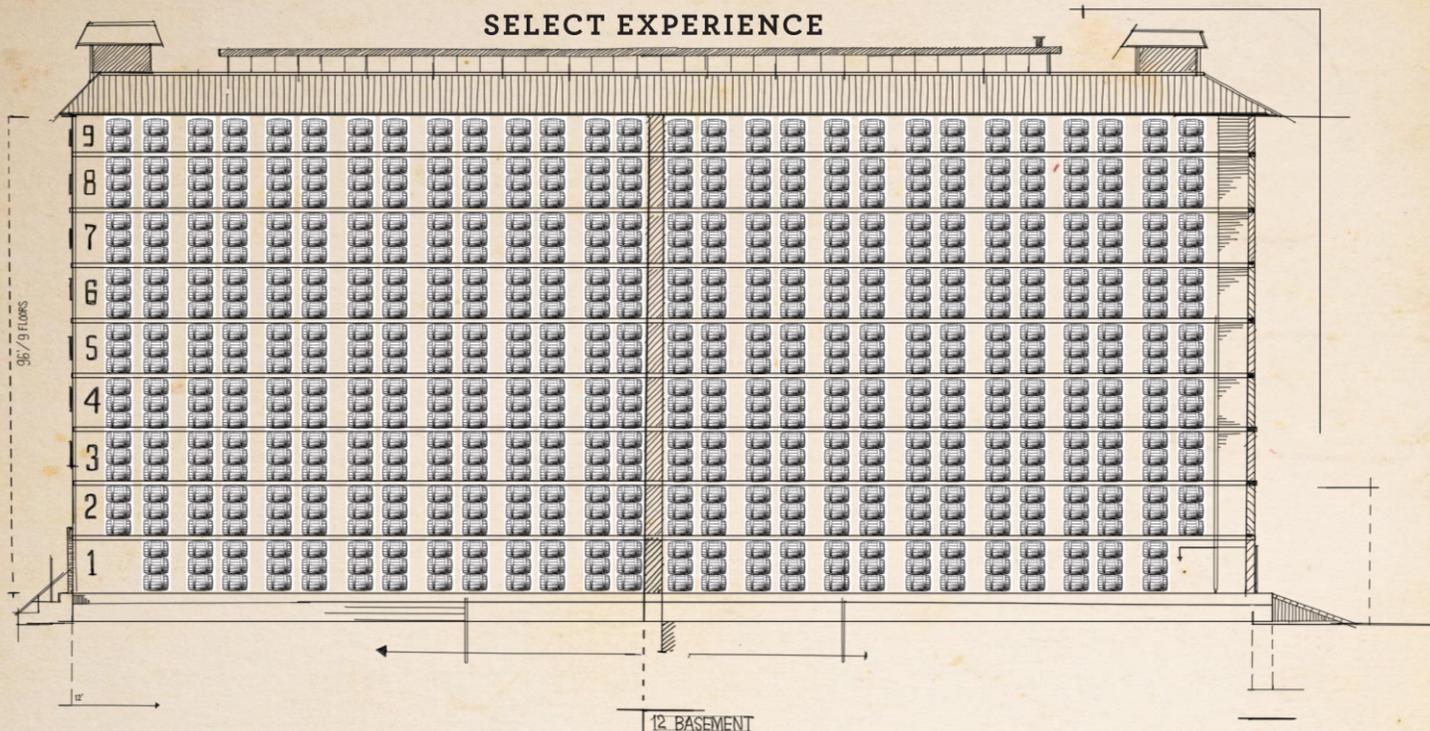
PRODUCT DETAILS

- SIZES: 750mL
- SUGGESTED PRICING: \$44.99
- PROOF: 115 Proof
- UPC: 080686016472
- SCC: 10080686016479

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Knob Creek Single Barrel Select Experience

When legendary master distiller Booker Noe created The Small Batch Bourbon Collection® in the early 1990s, he didn't want to make just another "run-of-the-mill" new whiskey. He wanted to bring real whiskey back. Knob Creek® was created to restore the standards of full-flavored, pre-prohibition style whiskey.

Knob Creek® Single Barrel Select represents the truest expression of Booker's vision. This experience will give you the unique opportunity to select a one-of-a-kind barrel that reflects the way Booker thought whiskey should be—the way it was meant to be—with a big, full flavor that's all your own.

EXPERIENCE N° 1 WAREHOUSE K EXPERIENCE IN CLERMONT, KENTUCKY

Seven floors, 21 barrels high, a rich unforgettable aroma ... the Warehouse K Knob Creek® Single Barrel Select Experience offers a rare look at what makes Knob Creek® special. It's hands-on, right down to pressing thumbprints in the bottle wax.

From swinging hammers to thieving whiskey to sipping and selecting, you'll come back with more than just a barrel, you'll come back knowing your dedication to quality and passion for whiskey is reflected in the hand-selected liquid in the bottles on your shelf.

EXPERIENCE N° 2 SINGLE BARREL SELECT SAMPLE KIT

The next best thing to tasting bourbon or rye in Warehouse K is tasting three uncut, unfiltered, straight-from-the-barrel samples—bringing our distillery experience directly to you. Our Sample Kit contains three hand-selected samples, each with a distinct flavor profile highlighting the unique characteristics of age and location in the warehouse. This engaging tasting experience will reinforce your whiskey expertise and boost credibility with your customers.

EXPERIENCE N° 3 DISTILLER'S CHOICE

Nobody knows Knob Creek® like the guys who live with it every day in Clermont. They know the warehouses. They know the barrels. And they are the ones who will select a barrel of one-of-a-kind bourbon or rye on your behalf that exceeds your expectations and those of your customers.