



# HEAVEN HILL DISTILLERIES, INC.

*Continuing the Tradition of Independence*

CORPORATE OFFICE

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Chuck Cowdery  
PMB No. 298, 3712 N. Broadway  
Chicago, IL 60613

Dear Chuck,

As you undoubtedly know, there has been a bit of a resurgence in the once moribund Rye Whiskey category, as world whisky/ey drinkers rediscover what many feel is the most flavorful of US whiskey styles and what was once the truly indigenous American whiskey. Why, it seems by looking at the shelves in fine spirits establishments in major metros that there are no shortage of small, handcrafted extra-aged American Ryes being produced by small distillers whose forbearers took lead alongside General Gates at Camden.

We seem to have a slightly different remembrance of things past...

We remember (up until not too long ago, actually) when we, and two other distillers here in the Commonwealth, were the only people mashing Rye in the world...period. And we made all we needed for the year in one day. We remember when nobody in the trade wanted to even hear the word Rye mentioned, when people considered it strictly the territory of Mickey Spillane and The Thin Man, when you were lucky to find a dusty bottle of Old Overholt "back here somewhere".

Now that those days are gone, and thankfully so, we are going to tap into some of the older inventory of Rye barrels that in bygone times we might have sold to someone else to be bottled as some faux colonial creation. What you are hopefully going to experience—soon—is a new bottling a very old brand that we have had in distribution for a long time. Nick and Nora Charles may have enjoyed some Rittenhouse Rye, as a matter of fact, as it has been available since Prohibition ended.

We have produced Rittenhouse, and Pikesville, another storied Maryland-style Rye, for many years before it became quite so en vogue. This past year, we entered Rittenhouse Bottled in Bond Rye in the prestigious San Francisco World Spirits Competition, and were quite delighted when that bottling came away with the "Top North American Whiskey" Trophy.

What we have enclosed for you to try should be even better. It is our Rittenhouse Very Rare 21 Year Old Single Barrel Straight Rye Whisky, just being shipped to distributors for a September/October retail launch. It will be available in very limited quantities (we only dumped about 32 barrels, or 3000 750 ml bottles, for this release) nationally in major metro markets for an average retail price of \$150 per bottle. As a single barrel rye, each barrel is dumped and bottled, without being mingled with other barrels, and individually numbered.

Rittenhouse Very Rare 21 Year Old Single Barrel Straight Rye Whisky also represents a first for us at Heaven Hill Distilleries, the nation's largest independent family-owned distiller: it is the first whiskey we have released that is not chill filtered. Chill filtration is a process designed to remove ethyl esters in whiskey which could form "chill hazes" and deposits when stored (or poured) at low temperature. Ethyl esters can be reduced by refrigeration followed by chill filtration. When spirits with relatively high concentrations of these esters are subjected to low or fluctuating temperatures, hazes can appear in the spirit. While the esters are minor influences on whiskey flavor, chill filtration also removes some more flavor-critical components, as well as fatty acids, that some feel count for the richer "mouth feel" and "persistence" of flavor.

Parker and Craig Beam, our 6<sup>th</sup> and 7<sup>th</sup> generation father and son Master Distillers, selected barrels from fairly low storage, which after 21 years of aging helped the wood components from becoming too overwhelming. They consider the whiskey bold and spicy with a rich, distinctive nose and smooth, lingering finish. It is bottled at 100 proof or 50% alcohol by volume.

We hope you are as enthusiastic about this addition to the ultra-premium American Whiskey roster as we are and will help spread the word. And as one of the few companies that both make the stuff and made it when times were lean, we take particular pride in presenting it to you.

Best,



Larry Kass  
Director of Corporate Communications

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