

# RAISE A GLASS TO RAISED EXPECTATIONS



SMALL BATCH

1792



KENTUCKY STRAIGHT BOURBON WHISKEY  
46.85% ALC / VOL (93.7 PROOF)

**92.5 RATING**

- JIM MURRAY'S WHISKY BIBLE

**GOLD MEDAL**

2014 LOS ANGELES  
INTERNATIONAL WINE & SPIRITS  
COMPETITION



# 1792



## 1792 SMALL BATCH BOURBON

Elevating the distilling traditions of Kentucky to new heights, 1792 Small Batch -Bourbon's sophisticated new package harmonizes with its award-winning flavor profile. Still crafted from a unique "High Rye" recipe to deliver spicy notes of rye mingled with sweet caramel and vanilla. Celebrated by connoisseurs world-wide, 1792 Small Batch Bourbon offers taste characteristics that are incomparably complex and bold, yet smooth and balanced.

### CATEGORY INSIGHTS

1792 Small Batch Bourbon is part of a popular and growing bourbon category. Straight Bourbon is growing at 6.7%. ( Nielson's Rolling 12) Many straight bourbons have a traditional folksy packaging, but some consumers are looking for a bourbon that expresses a different style. 1792 fills that need.

### TASTING NOTES

*"A big, weighty rye with an attitude. ... In a herd of any 30 random bourbons, this one would stand out by nose alone. The taste is puckering and mouthwatering, the ryes go ballistic, especially on the spice front."*

- Jim Murray, Whisky Bible

### TARGET CONSUMER

1792 signifies SUCCESS for male connoisseurs, 30-50, because this STYLISH brand demonstrates their status and DISCERNMENT for the FINER things in life

### PRODUCT FACTS

- Carefully crafted High Rye Bourbon Recipe
- Small Batch of specially selected barrels married together
- 93.7 Proof



### RECOMMENDED SHELF POSITION

### FREQUENTLY ASKED QUESTIONS

Q: Is 1792 Bourbon the same bourbon?

A: Yes. 1792 Small Batch Bourbon is the same award- winning bourbon it has always been. Nothing inside the bottle has changed.

Q: Why did the package change?

A: There are not many bourbons that have a modern, sophisticated, and stylish package. 1792 Small Batch Bourbon can now appeal to consumers who have a discerning taste for premium bourbon, and want a glamorous package too.

Q: Why is Ridgemont Reserve no longer on the bottle?

A: 1792 now emphasizes that the product is a Small Batch bourbon. Ridgemont Reserve is no longer part of the name.

### MARKETING MATERIALS

Bow Ties and Pocket Squares

Tie Clips and Cufflinks

Bar Mats

Shelf Talkers

Jackets

Polo Shirts

ITEM #	DESCRIPTION	SIZE	PROOF	BOTTLES PER CASE	SCC	UPC
9001262	1792 SMALL BATCH BBN 6/750ML 93.7PF	750ML	93.7	6	20080660001207	00080660001203
9001263	1792 SMALL BATCH BBN 3/1.75L 93.7PF	1.75L	93.7	3	20080660001191	00080660001197