

BASIL HAYDEN®

FEATURES & BENEFITS

Basil Hayden's® is a Super-Premium Small Batch Bourbon. Handcrafted in limited quantities, Basil Hayden's® has a complex balance of spicy flavors and smooth mixability

Basil Hayden's® is an extra-aged bourbon bottled at a relatively mild 80 proof and finished in handcrafted packaging.

Basil Hayden's® is unique because it has twice as much rye in its recipe than most bourbons

The spicy flavor of the rye in Basil Hayden's® marries with the sweet smoothness of the corn for a character unlike any other bourbon

WHAT MAKES IT DIFFERENT:

Basil Hayden's® is developed from a recipe dating back to 1796, is artfully aged and bottled at 80 proof. The whiskey is made with a higher percentage of rye, imparting a remarkably spicy, sweet character making Basil Hayden's® great for mixing.

WHY BASIL HAYDEN®'S BOURBON?

- Super Premium American Whiskey is one of the fastest growing Spirits segments, +31.8%¹
- Basil Hayden's is the 5th best-selling Super Premium American Whiskey and is +46%, out pacing segment growth¹

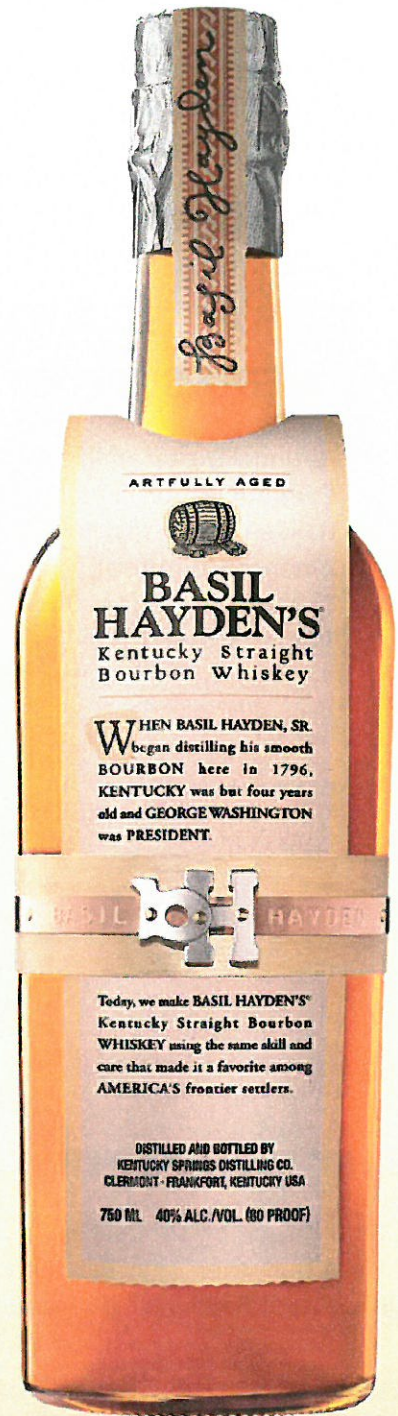
TASTING NOTES

Color: Golden amber

Aroma: Spice, tea, hint of peppermint

Taste: Spicy, peppery, honey, light-bodied, gentle bite

Finish: Dry, clean, brief



PRODUCT DETAILS

Proof: 80

Size: 750 ml

Recommended Pricing: \$41.99