

**COURAGE
& CONVICTION™**

VIRGINIA
DISTILLERY
CO.®

SETTING A NEW STANDARD FOR THE NEXT GENERATION

INTRODUCING A NEW AMERICAN SINGLE MALT

The late Dr. George G. Moore had a great passion for single malt whisky and his adopted home in Virginia. A native Irishman, George came to the U.S. in the 1970's to seek new opportunities. In 2011, after many years of building successful businesses in both the U.S. and Ireland, George finally had the chance to combine his two passions when he started Virginia Distillery Company. Today, George's wife, Angela Moore, and their son, Gareth Moore, along with his wife, Maggie Moore, have taken the helm to continue building George's dream. "Have the courage of your convictions" is a saying George often repeated to friends and family. His credo became our core principle and the name of our newest American Single Malt whisky, Courage & Conviction.

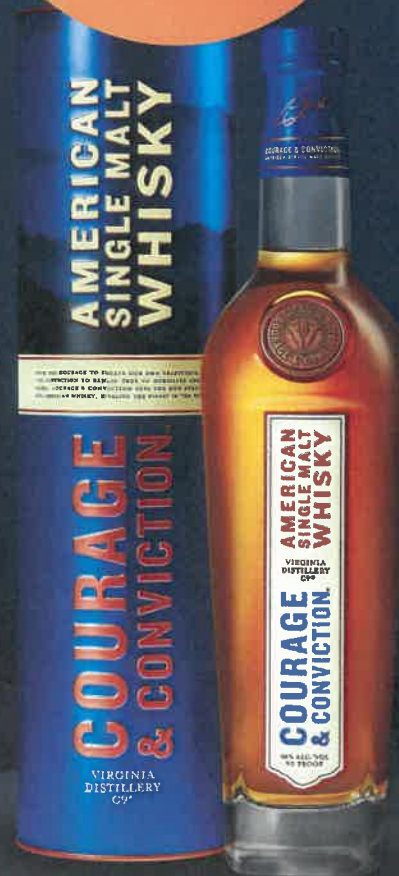
WHAT MAKES IT SPECIAL

- ◆ Made with 100% malted barley
- ◆ Aged for a minimum of three years in Bourbon, Sherry and Cuvée Casks
- » We are one of only a handful of distilleries in the world to use these unique Cuvée casks, a profile developed by the late Dr. Jim Swan.
- ◆ The hot summers and cool winters of Virginia make this American Single Malt incredibly distinct.
- ◆ The wildly varied climate allows our whisky to age at a faster rate than our counterparts in Scotland.

TASTING NOTES




With notes of caramel and butterscotch, our flagship American Single Malt evolves on the palate with hints of bright red fruit, raspberry, cocoa, barrel spice and vanilla. The finish is creamy and exceptionally smooth.

91 PTS
Whisky
ADVOCATE
2020



LEARN MORE ABOUT OUR RELEASES AT

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HAVE THE COURAGE OF
YOUR CONVICTIONS

Cox

DR. GEORGE G. MOORE

91 PTS
Whisky
ADVOCATE
2020

→ With the courage to create our own traditions, and the conviction to remain true to ourselves and our home, Courage & Conviction sets the new standard for American whisky, rivaling the finest in the world.

The whiskies of Courage & Conviction age in three core cask types for a minimum of three years:



BOURBON CASKS

Aging in these American oak ex-Bourbon casks adds notes of vanilla, caramel, butterscotch, oak, smoke and cinnamon.



SHERRY CASKS

Using three different Sherry casks, Fino, Oloroso and Pedro Ximénez, gives the whisky notes of tart cherry, golden raisin, fig, caramelized plum, brown sugar and spice.



CUVÉE CASKS

This innovative barrel is sourced from premium European red wine producers. After the wine is removed, the cask is broken down, the interior shaved, re-toasted and re-charred, and then put back together again. The re-toasting and re-charring of the cask

energizes the wood sugars and brings forward barrel spice, bright red fruit and toasted pecan. Only a handful of distilleries in the world use this type of cask.

The flagship release of Courage & Conviction is a combination of these three casks, with a target profile of 50% Bourbon casks, 25% Sherry casks and 25% Cuvée wine casks.

New releases for the Fall of 2020 will showcase each cask type on its own.



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