

THE  
NO.  
SELLING  
100%  
RYE

WHISKY  
IN THE  
WORLD



[www.albertadistillers.com](http://www.albertadistillers.com)  
Alberta® Premium Rye Whiskey 40% Alc./Vol. and  
Alberta® Premium Cask Strength Rye Whiskey 64-67% Alc./Vol.  
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# THE STORY BEGINS WITH TWO SONS OF THE CANADIAN WEST, FRANK MCMAHON AND MAX BELL.

Lovers of horses, racing, winning – and whisky.

They head to Calgary, Alberta, in Western Canada. Where the prairie meets the mountains. A land of open grasslands, crystal waters, clean airs, and bright skies. A land of freedom and opportunity.

And the perfect place to make a great rye whisky.

## WHY?

It's the perfect place for growing rye, with hot, dry summers, and long, cold, harsh winters, which makes for a strong, complex rye; it has some of the world's finest waters, mineral-rich glacial overflows feeding its lakes and rivers; and it has a reputation for hard workers.

Here in 1946 McMahon and Bell built their distillery.

Hiring expert brewmaster George Reifel and working with the community of farmers and ranchers, they opened their doors in 1950. The first – and oldest – distillery of the province. And one of the few dedicated to 100% rye whisky.

Rye is not an easy grain to work with. It demands careful handling, great skill, working to exacting standards. But the whisky they made was worth the effort. A whisky of substance: full-bodied, rich, complex, earthy. With rye's characteristic of spice, and a smooth, sweet, caramel-vanilla finish.

## A WHISKY WITH MULTIPLE STRANDS OF RELEVANCE:

The award-winning gold standard of rye whiskies. The world's No.1 selling 100% rye whisky.

A whisky made by those who give 100% for those who give 100%.

A whisky from a place of space, light, freedom. A place synonymous with opening up and unwinding.

A whisky for today's hard workers – of all kinds, not just ranch-hands, unwinding at the end of a hard day. Seeking a quality, flavorsome rye whisky.



## ALBERTA PREMIUM



Alberta Premium continues to win incredible awards, highlighted by a 93 points rating at the 2019 Ultimate Spirits Challenge, Gold at the 2021 International Spirits Challenge and Platinum at the 2021 SIP Awards. From Canadian Whisky Award's 2020 Distillery of the Decade – Alberta Distillers Ltd.

## DISTILLER:

Alberta Distillers Ltd, Calgary, Alberta, Canada  
Maker of the no. 1 selling 100% rye whisky in the world: Alberta Premium

Grains carefully blended with water fed from the snow capped peaks of the Rocky Mountains to produce award-winning liquids and their signature profiles.

We use one of three distillation processes to create our products, but the heart of who we are is our unique ability to distill with one hundred percent rye grains, and to this day remain one of the only distilleries who can create the bold and spicy flavor of a 100% rye whisky.

**THE RYE SUBCATEGORY:** Rye whisky has taken off, growing +33.9%, outpacing American Whisky +19.4%\*

## ALBERTA PREMIUM

Tasting Notes: Expect a bouquet of sweet aromas with the lingering taste of vanilla and spice. Mellow and smooth perfect wind down drink.

Drink Recommendation: Old Fashioned

SRP: \$24.99 • ABV: 40% • Type: 100% Rye Whisky  
Country of Origin: Canada • UPC: 80686820468  
SCC: 10080686820465 • \*May 22, 2021 L52 Nielsen