

COMMEMORATIVE

# BLACKENED 72 SEASONS BATCH

REMASTERED IN CELEBRATION OF  
METALLICA'S 12TH STUDIO ALBUM,  
72 SEASONS.

**90 PTS**  
WINE ENTHUSIAST



BLACKENED® is an award-winning whiskey that is a blend of the finest straight bourbon & rye whiskeys and uniquely finished and sonically-enhanced in brandy casks, using the BLACK NOISE™ process to extract more flavor from the wood. The original recipe was envisioned by our Founding Master Distiller Dave Pickerell. BLACKENED Whiskey is now crafted and propelled onward by category disruptor and Master Distiller & Blender Rob Dietrich.

BLACKENED Whiskey celebrates Metallica's much anticipated new album with the Limited Edition 72 Seasons Batch using the new album in the sonic-enhancement process. This limited edition bottle highlights elements inspired by the album including a striking yellow capsule with the signature Metallica M, and the 72 Seasons logo prominently displayed on the front of the bottle.

"It's kind of like we're bottling key Metallica memories with these limited release batches. We did it with S&M2 and The Black Album and now we're doing it with 72 Seasons. It's awesome to share this experience with the band and the fans." Rob Dietrich, BLACKENED's Master Distiller & Blender.

#### TASTING NOTES

Nose – Burnt caramel, oak & honey

Palate – Honey, cinnamon, allspice, dark fruit, clove & mint

Finish – Long and smooth, slightly creamy with hints of butterscotch taffy, maple & honey

# BLACKENED

WHISKEY REMASTERED



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# BLACKENED 72 SEASONS BATCH

MERCHANDISE 72 SEASONS ALONGSIDE FLAGSHIP TO DRIVE "KEEP ONE, DRINK ONE". USE FULL SUITE OF POS TO CREATE DISRUPTIVE DISPLAY ON FLOOR.

CORRUGATED RACKS



AMPLIFIED SUPPORT:



Co-presenting sponsor

NECK TAG



CONSUMER SWEEPS:

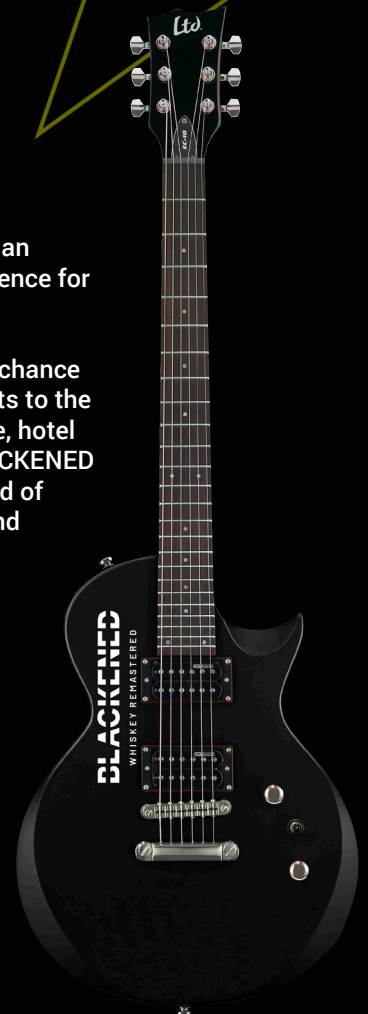
Fans have the chance to win the ultimate concert experience. Ticket giveaways and passes to an exclusive Master Distiller Experience for all U.S. markets.

One lucky fan will also have the chance to win a grand prize of two tickets to the Sunday Detroit show with airfare, hotel and tickets, entrance to the BLACKENED Master Distiller experience ahead of the band's set, and a one of a kind BLACKENED ESP Guitar.

SHELF TALKER



CASE CARD



UPC	SCC	SIZE	PROOF	SRP	
7 360400 0745 6	10736040007453	750ml	90 (45% ALC/VOL)	\$49.99	Same case configuration and pallet configuration