

## Why was Noble Oak created?

Noble Oak is Edrington's first innovation into American Whiskey; based on two of Edrington's missions: Giving More in the Glass and Giving Back to our Communities.

The team at Noble Oak utilize its unrivaled wood management to make finished American whiskeys that give beyond the glass - as every bottle of Noble Oak sold plants a tree through One Tree Planted.



Double Oak Bourbon

### What is the mashbill of Noble Oak Bourbon?

- The mashbill is 75% Corn / 21% Rye / 4% Malted Barley

### What is the Noble Oak Bourbon finished with?

- It is finished with sherry-seasoned oak staves from Spain

### How would you describe the flavors of Noble Oak Bourbon?

- Flavors of vanilla, butterscotch, baking spices, & dark chocolate

### How does the finishing process affect the Bourbon?

- The sherry-oak staves impart flavors of stone fruits and spices. The interaction between the spirit and the wood accounts for 70% of the whiskey's flavor.



Double Oak Rye

### What is the mashbill of Noble Oak Rye?

- The mashbill is 95% Rye / 5% Malted Barley

### What is the Noble Oak Rye finished with?

- It is finished with Ruby Port staves from the Douro Valley, in Portugal

### How would you describe the flavors of Noble Oak Rye?

- Flavors of grain spice, black pepper, red fruits and oak

### How does the finishing process affect the Rye?

- The port-wine staves impart flavors of dark fruits and gives an overall roundness to the whiskey. The interaction between the spirit and the wood account for 70% of the whiskey's flavor.

## What is the production process from start to finish?

1. The production process starts with Noble Oak whiskeys aged for a minimum of one year in charred new American White Oak barrels
2. After aging in the newly charred oak barrels, the whiskey interacts with staves through the WoodCraft® finishing process, utilizing heating & cooling processes to impart new flavors
3. The whiskey is then bottled and shipped to your market

## Can you tell us about the partnership with ONETREEPLANTED ?

How long has the partnership with One Tree Planted been and is it continuing?

- Noble Oak has been partners with OTP since our founding in 2017 and see the partnership continuing for many years to come.

What trees? And where have they been planted?

- The type of tree planted is dependent on the location and local biodiversity. And Noble Oak has planted trees across the US, you can find out more on our website.

How many trees have been planted?

- To date, Noble Oak has committed to planting 571,000 trees and it is on track to plant 1 million trees by the end of 2023.

## How does WoodCraft® Finishing work?

WoodCraft® Finishing is the proprietary process developed by Brain Brew Distillery to create the unique Noble Oak whiskeys. The technology used for WoodCraft® Finishing is covered by trade secrets protections.

### How old are Noble Oak Whiskeys?

- They are aged in new, charred American oak barrels for a minimum of a year. Primarily our focus is on the whiskey and wood interaction, as 70% of the flavor comes from the wood.

### Are you doing “rapid aging”?

- Noble Oak focuses on finishing – we use wood, whiskey, heating and cooling – the same elements as classic aging – just with tighter quality controls. This is the same effect as distilleries moving barrels from heat at the top of the rick house to the cooling at the bottom.

### What is WoodCraft® Finishing?

- It’s wood, whiskey, heating and cooling
- Basically, the same mechanism as barrel aging but with tighter quality control. Instead of “hot” or “cold” weather – the team manage temperature within a tenth of a degree.
- All natural and consistent – no chemicals, coloring or additives

### What is WoodCraft® Finishing? Continued...

- Useful Analogy: Espresso vs Drip Coffee
  - Espresso is coffee that utilize heat and pressure to pull flavors out of coffee beans in a different way – and on a different timeline than drip coffee

### Where is Noble Oak made?

- Noble Oak whiskey is distilled in Indiana at a partner location, and then sent to Ohio for finishing at Brain Brew Distillery.
- Throughout the process, Noble Oak/Edrington owns the liquid from start to finish.

### Are there any plans for new products?

- Currently, there are no plans for permanent line extensions for Noble Oak.
- Noble Oak is focused on expanding our distribution and the brand’s consumer awareness of our core SKUs.

## Questions that would fall under trade secrets:

How long is the WoodCraft® finishing process?

What does this length of time generally equate to in traditional barrel aging?

What size staves do you use in the WoodCraft® finishing process?

Is there an easier way to break down the patented WoodCraft® process?

## Answer:

Our WoodCraft® finishing process is a trade secret, and we want to make sure we maintain our unique/best-in-class process for many years to come as we see it as a key differentiator between Noble Oak and our competitors.