



**KENTUCKY OWL®**  
Kentucky Straight Whiskey

**KENTUCKY OWL®**  
THE  
**WISEMAN™**  
BOURBON

KENTUCKY STRAIGHT

# Kentucky Owl®

## THE WISEMAN™

### Bourbon

#### The Story

To shape the future, first you must learn from the past. Distill the wisdom of previous generations, and then, break free. Take the leap. Find a spark of something new. In short, you must innovate.

Kentucky Owl® is an exceptional whiskey with the thirst to learn, the hunger to build, and the mind-set to dream. This is a drink for those with a pioneering spirit that knows no bounds. For those who want to take on a world filled with imperfections, and make it something greater, we made the Kentucky Owl® THE WISEMAN™. Wisdom. Progress and innovative spirit, distilled in every bottle.

#### The Landscape

- The whiskey category in the U.S. has seen a 6.8% lift in dollar sales\*
- Straight Bourbon dollar sales is growing at 12.9%
- There's an upward trend in small batch whiskeys with 27.2% growth
- Kentucky Owl SKUs are in total dollar sales upwards of 74%

#### The Awards



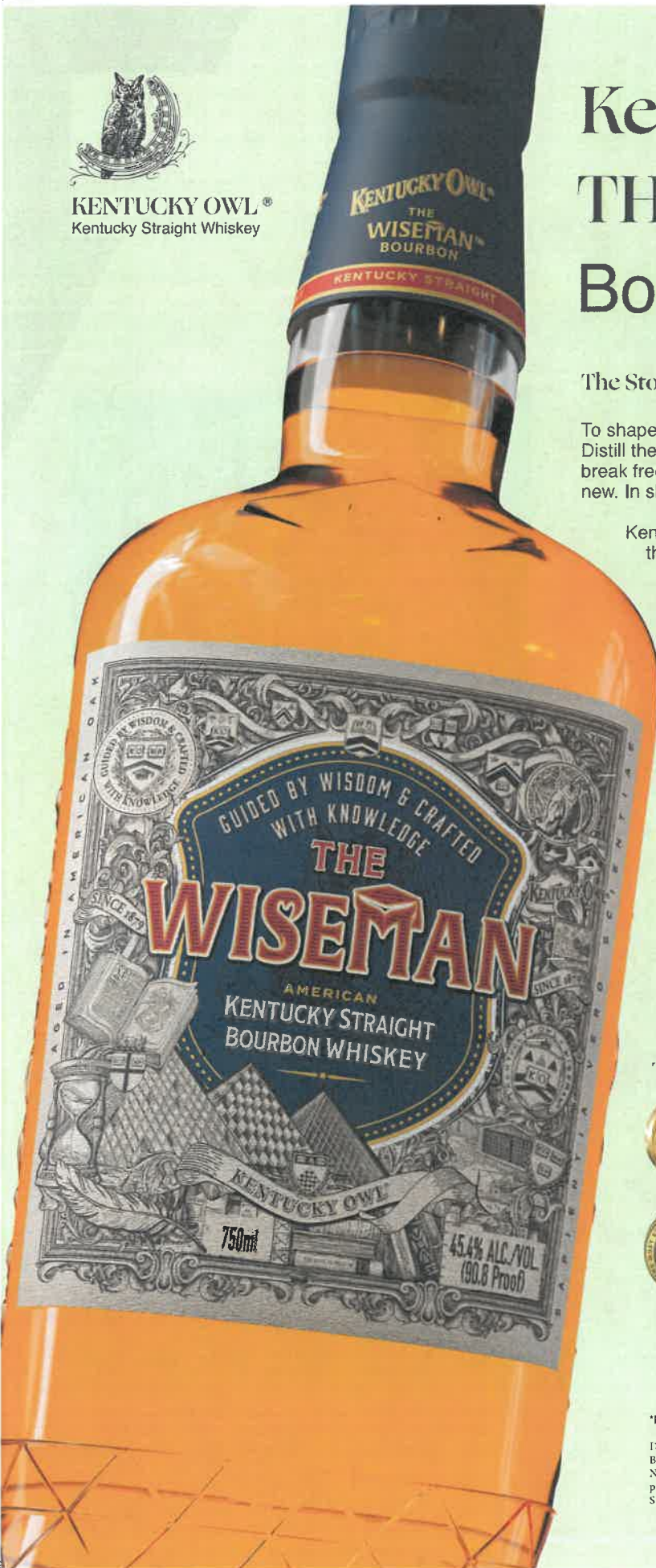
Kentucky Owl® THE WISEMAN™ Bourbon has won a Double Gold medal in the 2022 San Francisco World Spirits Competition



Kentucky Owl® THE WISEMAN™ Bourbon has been named 2021 Top 20 by Whiskey Advocate

\*Nielsen 52 WK Period Ending 7/17/21 | Market Name = Total US x AOC

DRINK KENTUCKY OWL RESPONSIBLY Kentucky Owl® The Wiseman™ Straight Bourbon Whiskey, 45.4% Alc./Vol. (90.8 proof). Stoli Group USA, LLC, New York, NY. ©2022. All rights reserved. Kentucky Owl, the Owl device, The Wiseman, visual properties, taglines, shapes, are trademarks or registered trademarks of Stoli Group S.p.A. r.l. or Cenote IP S.p.A.



# Kentucky Owl<sup>®</sup>

## THE WISEMAN<sup>™</sup>

### Tasting Notes



#### Process

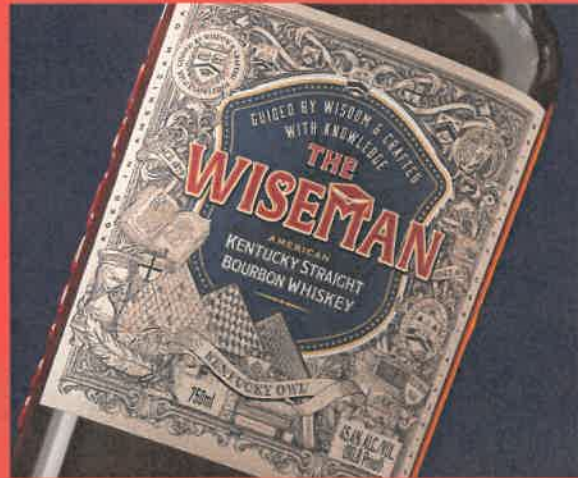
Made from four Kentucky Straight Bourbons selected for their individual taste and contribution to the final blend.

#### Nose

With THE WISEMAN<sup>™</sup> Bourbon the first thing you discover is a sweet caramel aroma, followed by a warming allspice lift, a sprinkling of citrus and a hint of oak.

#### Taste

THE WISEMAN<sup>™</sup> Bourbon offers caramel and allspice which present an excellent flavor as the mildly silky liquid crosses the tongue. The allspice sticks around for a longer finish with caramel.



#### WISE CHAI NEW FASHIONED

#### Ingredients

- 2 oz THE WISEMAN<sup>™</sup> Bourbon
- 0.5 oz chai syrup\*
- 2 dashes aromatic bitters

\*Brew one bag of chai tea, combine with equal parts sugar and heat until dissolved.

#### Preparation

- Stir in a mixing glass with ice and strain into an Old Fashioned glass over ice block, sphere or cubes.
- Gamish with orange peel, star anise, and smoking cinnamon stick



#### The Details

THE WISEMAN<sup>™</sup> Bourbon 750ml / 6pk • Barrel Proof of 90.8 45.4% ABV • SRP \$49.99

Dimensions of the Bottle  
INCHES

Dimensions of the Case  
INCHES

	UPC	SCC	Height	Width (or diameter)	Depth (or diameter)	Height	Width	Depth
THE WISEMAN <sup>™</sup> Bourbon (750ml bottler 6-pk)	857361007229	10857361007226	10.72	3.78	2.92	11.57	8.5	7.28