

GHOSTWOOD
DISTILLING CO.

Sales Training

2026 Confidential



The Roots

**GHOSTWOOD
DISTILLING CO.**

At the beginning of 2015...

Lucas began distilling on his own, with the express goal to simply create a whiskey he, himself, enjoyed. Dedicating himself to learning the distillation process through Books, Distillery Visits and Classes, and after several rejected Mash recipes, he finally achieved his goal.

A Four-Grain Bourbon he called **Ghostwood**.

During this time, Lucas was influenced by the aged Oak forests and corn fields of Northern Illinois where his family's ranch is located. Just beyond the Tack room where he was experimenting on a copper 5-gallon still and a hot plate, lay the old woods of his youth. Always filled with mystery and adventure.

And so, the dream of a new family-Run legacy was born.



The Brand

GHOSTWOOD
DISTILLING CO.

It was Recipe No. 57...

After finding the right whiskey, Lucas began work on developing the look and feel of the Ghostwood Experience. Being influenced by those dark woods, he wanted to invoke the foreboding feeling of that darkness **BEYOND** the firelight.

A white oak tree (based on an actual tree on the Ranch) on black was both a simple and effective start. The tree is being lit by the fire and the bottle is the darkness beyond. The look of the brand invites you to explore that darkness.

Unlike most whiskey's you would see on a shelf, Ghostwood is shrouded in a black bottle. The customer must take that step into the **Unknown** in order to enjoy it.



G H O S T W O O D

Our Products



We Launched with a single product...

With a singular focus on developing Brand Equity through dedicated commitments, quality product, and “fan building”, we have added several new products. We now feature three products:

1.  **Ghostwood Bourbon Original 90 Proof:** Now a Double Gold Award Winner at the 2023 and 2024 San Francisco World Spirits Competition (only 14 out 5500 were selected)
2.  **Ghostwood “Black” Barrel Proof 114 Proof:** Now a Silver Award Winner at the 2023 and 2024 San Francisco World Spirits Competition.
3.  **Ghostwood “Gold” Blended Bourbon Finished in Chardonnay Casks:** Claiming silver at the 2024 San Francisco World Spirits Competition in its launching year.

Coming Soon

- **Ghostwood Straight Rye: Coming in the 4th quarter of 2026!** The Ghostwood Straight Rye is a 4-grain offering we’ve been waiting to release for some time because it’s just that good.
- **Ghostwood Foundation Bourbon: Coming in Fall 2026!** This is a traditional 3-Grain Bourbon with corn, rye and barley that forms the “Foundation” of our award winning original bourbon.

GO BEYOND ~~THE~~ FIRELIGHT

BLACK BARREL PROOF —PREMIUM 4 GRAIN— BLENDED BOURBON

TOTAL | 1147 POINTS | 97% AGU (2023)



SILVER
SFWSC 2024



TASTING NOTES:

COLOR: Dark Amber
AROMA: Oak with hints of Toffee & Spice
PALATE: Wood, Nutty, slightly Buttery & Earthy
FLAVOR: Oak, Almond, Toffee & Spice
FINISH: Warm - dry & uniquely smooth

WOOD
BLACK
Premium 4 Grain
Bourbon Whiskey

PREMIUM 4 GRAIN BLENDED BOURBON WHISKEY 90 PROOF LIMITED RESERVE

TOTAL | 907 POINTS | 89% AGU (2023)



DOUBLE GOLD
SFWSC 2023



DOUBLE GOLD
SFWSC 2024



TASTING NOTES:

COLOR: Dark Amber
AROMA: Oak with hints of Toffee & Spice
PALATE: Wood, Nutty, slightly Buttery & Earthy
FLAVOR: Oak, Almond, Toffee & Spice
FINISH: Warm - dry & uniquely smooth

WOOD
PREMIUM 4 GRAIN
Bourbon Whiskey

BLENDED BOURBON WHISKEY FINISHED IN CHARDONNAY CASKS

TOTAL | 907 POINTS | 89% AGU (2023)



SILVER
SFWSC 2024



TASTING NOTES:

COLOR: Gold Amber
AROMA: Fruity with hints of oak and spices
PALATE: Floral and juicy, with buttery and dry texture
FLAVOR: Notes of oak and tannins, complemented by almond and warm spices
FINISH: Warm spices with a dry and smooth aftertaste

WOOD
BLENDED BOURBON
CHARDONNAY CASKS



- Due to our unique 4-grain blend of Corn, Rye, Wheat and Barley the flavors move across your pallet.
 - First you are struck by its smoothness
 - Then you taste the Illinois corn
 - You finish with a delicious spiciness that sinks to your first shirt button down from the top.



Selling Tips

**GHOSTWOOD
DISTILLING CO.**

1. Warm, dry and uniquely smooth with a wonderful spicy finish

Ghostwood Blended Bourbon was designed to be approachable for a beginner, while having the depth of character to be appreciated by experts.

This bourbon will land on the tongue gently and easily with a crisp peppery finish as the flavors develop in the mouth. Our grains are very specifically we utilize #2 Hardy Spring Red wheat grown 50 miles west of our company. Plus Barley and Rye from Montana and our Corn is from Illinois.

2. Aged 5 Years in the barrel

3. Mash of 4 grains, 52% Corn, 30% Rye, 10% Wheat, 8% Barley

4. Flavor: Oak, Almond, Toffee and Spice

5. Born in the back of a barn at a Northern Illinois ranch.

6. Double Gold Award winner twice!

7. Only 15,000 Bottles each year, unique and exclusive...we don't sell to everyone, only those who want to be part of the journey....