



100% SINGLE POT STILL RYE

*AWARD-WINNING
PREMIUM CANADIAN WHISKY*

LOT N°40 IS THE PURE EXPRESSION OF RYE WHISKY

- A recipe passed down 7 generations
- Small-batch copper pot distillation
- Matured in virgin white oak to balance the robust rye flavor

RYE IS ON TREND

ANNUAL RETAIL SALES TOP \$300 MILLION
RYE CATEGORY GROWTH IS OVER 500% SINCE 2009¹

2015 TOP HONORS | CANADIAN WHISKY OF THE YEAR

SAN FRANCISCO WORLD
SPIRITS COMPETITION



CANADIAN
WHISKY AWARDS



WINE ENTHUSIAST
2015 RATING



PLEASE ENJOY OUR PRODUCTS RESPONSIBLY.

Lot No.40™ Canadian Rye Whisky, 43% alc/vol. (86° Proof), Product of Canada.
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¹David Ozogo - DISCUS

LOT^{NO} 40™

A PURE EXPRESSION OF CRAFT

Simple, authentic and unique, Lot No 40 is a 100% single pot still rye whisky. It starts off earthy and woody, then becomes full bodied and complex with a velvety oak finish.

TRADE CUSTOMERS UP TO PREMIUM RYE WHISKY

Position Lot N° 40 among other premium ryes.



RYE OWNS TODAY'S COCKTAIL SET

Lot N° 40's award-winning, rye flavor is smooth enough to enjoy neat, over ice or as a robust foundation in whisky cocktails.



NEAT OR ON THE ROCKS



OLD FASHIONED

4 PARTS LOT N°40 RYE
1 PART RICH SIMPLE SYRUP
5 DASHES OF ANGOSTURA BITTERS
STIR OVER ICE, SERVE OVER ICE
GARNISH WITH ORANGE TWIST



MANHATTAN

2 PARTS LOT N°40 RYE
1 PART SWEET VERMOUTH
2 DASHES OF ANGOSTURA BITTERS
STIR AND SERVE UP

