

# Balcones History

Three guys with a shared love for craft and a spirit of discovery come together to open a whisky distillery

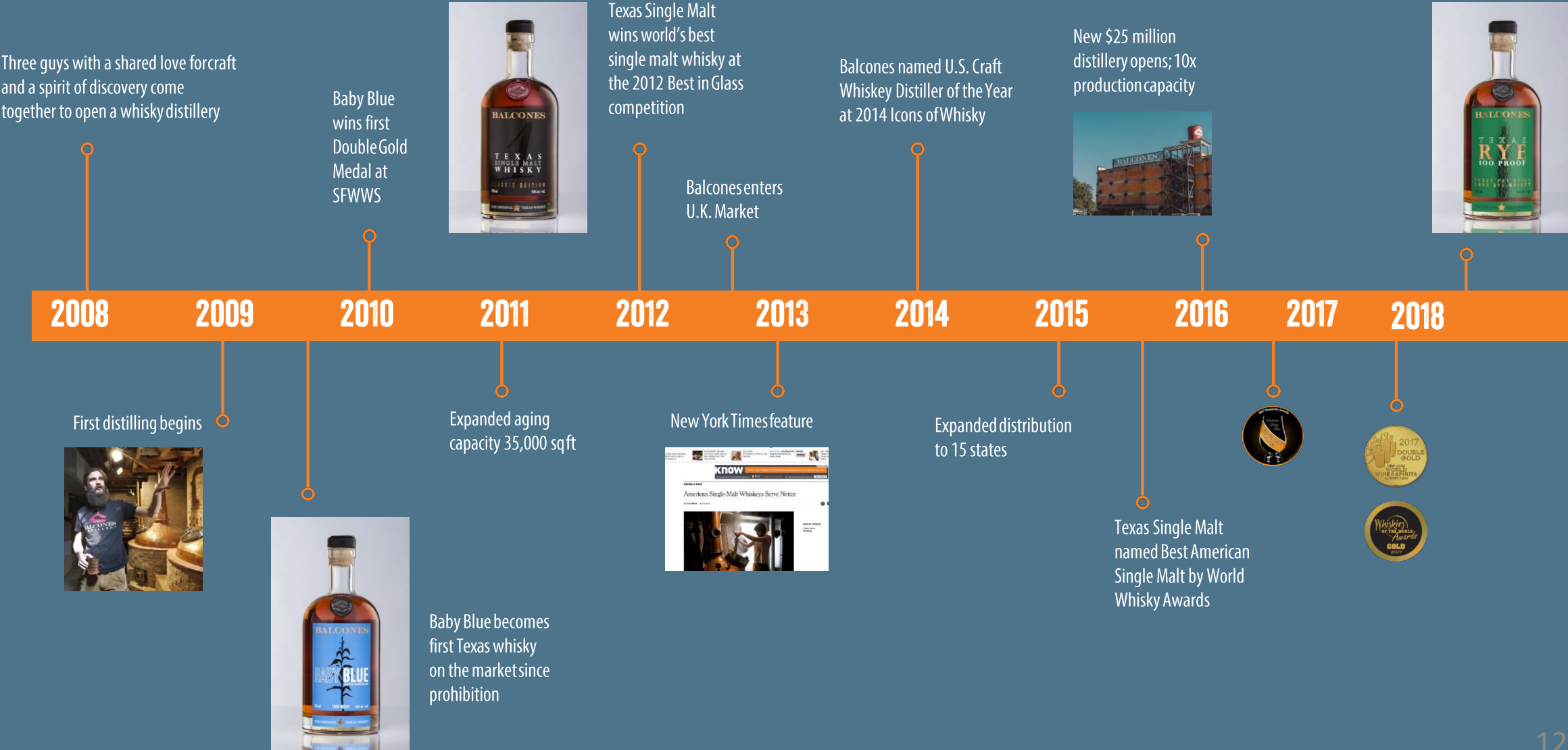
Baby Blue wins first Double Gold Medal at SFWWS

Texas Single Malt wins world's best single malt whisky at the 2012 Best in Glass competition

Balcones named U.S. Craft Whiskey Distiller of the Year at 2014 Icons of Whisky

New \$25 million distillery opens; 10x production capacity

Introduce Rye to the core portfolio/Investment in branding and advertising





#### "1" Texas Single Malt

peaches and apples, honey, silky body, toasted bread, fresh butter, marmalade

Our single malt pays homage to centuries of distilling tradition. By utilizing classic techniques and ingredients borrowed from history combined with our unique Central Texas climate, we have created an exciting original whisky that also feels familiar.

#### Texas Straight Blue Corn Bourbon Whisky 64.6% abv

leather, varnish, eggnog, custard, bitter chocolate, black tea, molasses

Made from a mash of 100% Blue Corn and aged in a variety of new, charred oak barrels. This is a big, full-bodied whisky with a rich midpalate, coating mouthfeel and a long finish.

#### Brimstone

barbeque pit, corn husks, butter, pipe tobacco, black tea, chili peppers

Brimstone is made from the same spirit as our roasted blue corn whisky before being smoked with sun-baked Texas scrub oak in a proprietary process. The result is a whisky full of fresh, youthful corn and light fruit notes married with a bold smokiness.



# RYE

## Rye Introduction

# INTRODUCTION



# Rye 100 and Rye Cask Strength

## History/Background

- As happens with most product development at Balcones, we found ourselves on a rye kick and realizing we should just try our hand at it. The amount of specialty rye grain options was relatively new, so we naturally ran through all these new varieties in about 8-10 different recipe iterations and landed on the current recipe (which is of course always in flux!). The chocolate notes we were getting from the roasted and chocolate ryes played so nicely with the crystal/caramel rye and gave us wiggle room to make the blends dance along the spectrum between milk chocolate to dark, bitter chocolate and coffee.

## Selling Points

- Mashbill made up 100% of Rye (only needs to be 51%) but utilizing Texas grown Elbon Rye as well as 3 specialty Rye grains
  - Grains - Caramel Rye, Chocolate Rye, and Roasted Rye
  - 80% of Rye in mashbill is Elbon Rye (i.e., Texas Rye)
- As the style requires, aged in 100% new oak
- Currently released as 15 month old whisky, but will eventually become a straight Rye whisky (must be 24 months)

## Cocktails

- Sazerac, Whisky Smash, Manhattan

## Primary Competitors

- Bulleit Rye, Knob Creek Rye, WhistlePig, Sazerac Rye, High West Rye







# WHISKY TASTING

Whisky Tasting

# Balcones Tasting



## **Baby Blue** – 46% ABV/92 Proof

- 1<sup>st</sup> Texas whisky sold post-prohibition; therefore, it's the Original Texas Whisky
- Made from 100% (as opposed to 80%) roasted blue corn (as opposed to yellow or white corn)
  - We don't use other ingredients (to fill the remaining 20%) because our roasted blue corn is such a high quality ingredient
- Baby Blue is a Corn Whisky aged in used casks (not bourbon) and the lowest proof Balcones product
  - Highlights blue corn profile rather than relying on barrel character



## **True Blue 100** – 50% ABV/100 Proof

- The same mashbill and barreling as Baby Blue but significantly older and a little higher proof
  - Also Corn Whisky (not a bourbon)
- At least 2 years old at time of bottling -> qualifies to be called “straight whiskey” because we also don't add artificial color or flavor to this (or any) product
- True Blue 100 hits a balance that is heavily influenced by oak but still maintains a certain youthful quality



## **Single Malt** – 53% ABV/106 Proof

- Balcones Flagship Product – Most awarded American Single Malt on the market
- One of the 1<sup>st</sup> American (and 1<sup>st</sup> Texan) Single Malt ever sold
- Made up of 100% Golden Promise Malted Barley (grown in Scotland)
- Uses a wide variety of barrels, new and used, American, French, and European and multiple toast/char profiles

# Balcones Tasting



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## **Rumble** – 47% ABV/94 Proof

- Not whisky at all! Made up of Fig, Honey, and Sugar fermented to dryness before distillation
- Hard to describe without first listing all the things that it isn't. Not rum, or brandy, or whisky, but retains some qualities of each
- Uses a wide variety of barrels, new and used, American, French, and European and multiple toast/char profiles
- The first spirit that Balcones created almost 10 years ago!



## **Brimstone** – 53% ABV/106 Proof

- A smoked corn whisky (Baby Blue base) made with a proprietary smoking process post distillation with Texas Scrub Oak
- Aged 6 months to 18 months
- Think Campfire or Texas BBQ



# 43 Accolades in 2017

**THREE DOUBLE GOLD MEDALS** New York World Wine & Spirits Competition

**BEST TEXAS DISTILLERY** New York International Spirits Competition

**US MICRO WHISKY OF THE YEAR** Texas Blue Corn Bourbon in Jim Murray's Whisky Bible

**BEST AMERICAN SINGLE MALT** International Whisky Competition

**MASTER MEDAL** Texas Blue Corn Bourbon, American Whisky Masters by The Spirits Business

## ALMOST 300 AWARDS TO DATE



### San Francisco World Spirits Competition

<b>Rum</b>	Gold Medal
<b>Single Malt</b>	Bronze
<b>Baby Blue</b>	Bronze
<b>Brimstone</b>	Silver

### Drammies

*"Most Exciting/Innovative Producer"*

**Baby Blue**  
Most underrated whisky

**Single Malt**  
Best Single Malt Whisky

**Bourbon**  
Best Bourbon

### International Whisky Competition

**Single Malt**  
Best American Single Malt

**Baby Blue**  
Best Texas Whisky, 2nd Place

### Ultimate Spirits Challenge

<b>Brimstone</b>	83 Points
<b>Baby Blue</b>	92 Points
<b>Single Malt</b>	92 Points

### Wizards of Whisky

<b>Baby Blue</b>	Gold
<b>Single Malt</b>	Gold
<b>True Blue 100</b>	Gold
<b>Rum Cask Malt</b>	Gold
<b>Bourbon</b>	Gold

### The Fifty Best

**Texas Single Malt**  
Double Gold

**Rum Cask Malt**  
Double Gold

### American Whisky Masters

<b>Bourbon</b>	Master
<b>Single Malt</b>	Gold
<b>Rum Cask Malt</b>	Silver
<b>Baby Blue</b>	Gold
<b>True Blue 100</b>	Gold

### New York International Spirits

*Best Texas Distillery*

<b>Texas Rum</b>	Double Gold
<b>Single Malt</b>	Gold
<b>Baby Blue</b>	Silver

### Whiskies of the World

<b>Single Malt 1B</b>	Gold
<b>Bourbon</b>	Gold
<b>Brimstone</b>	Gold
<b>Single Malt</b>	Gold
<b>True Blue 100</b>	Silver Outstanding
<b>Baby Blue</b>	Silver

### New York World Spirits

<b>Bourbon</b>	Double Gold
<b>Single Malt</b>	Double Gold
<b>Single Malt 1B</b>	Double Gold
<b>True Blue 100</b>	Gold
<b>Baby Blue</b>	Silver
<b>Brimstone</b>	Bronze

### Jim Murray's Whisky Bible

**Bourbon**  
US Micro Whisky of the Year,  
Liquid Gold

**True Blue Cask Strength**  
Liquid Gold

### International Wine & Spirits

**True Blue 100**  
Silver Outstanding

**Single Malt**  
Silver Outstanding

**Baby Blue**  
Silver



# New Packaging for Baby Blue, Rye, and Single Malt

