



Brand and Product Training

For Promotional Agencies
Fall 2020

VIRGINIA DISTILLERY CO. AT A GLANCE



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Product Lines: American Whisky made from 100% malted barley, double distilled in copper pot stills

Founded: The distillery was founded in 2011 by Dr. George G. Moore. The distillery and brand were launched in 2015 by the Moore family.

Location: Lovington, VA | Central VA | 1.5 hours from Richmond, VA | 2.5 hours from Washington, DC)

Learn More: www.vadistillery.com
Facebook & Instagram

Where To Purchase Product:

Online: www.vadistillery.com

Near You: Review whisky locator on the website

If you are not selling product, please check the locator ahead of your event so you can make suggestions to consumers.



EVENTS AND TASTINGS: PROTOCOL



Events and Tasting Attire Policy:

Black clothing is required with a Virginia Distillery Company pin (see placement in photo). Virginia Distillery Company requires all representatives to present themselves in a professional manner, with regard to attire, personal hygiene and appearance.

Please Follow These Guidelines:

- Clothing should be clean, neat, and pressed.
- Dark, tailored denim is permitted.
- Clothing should be in good business taste, and cannot be holey, ripped, or distressed.
- Shoes and accessories should complement the outfit and present a professional appearance.
- Please do not wear scented perfume, cologne or lotion, as it may overwhelm the whisky experience. Also, be aware of hair products or other cosmetics that could be scented.



Example of approved attire and pin placement

EVENTS AND TASTINGS: ARRIVAL



- Please arrive at least 30 minutes prior to the event start and introduce yourself to the shop manager or event coordinator.
- Feel free to engage with customers as they walk past the tasting table or enter the store.
- Most events ID attendees at the entrance and provide wrist bands. If you are doing a store tasting or the event does not ID, please make sure to ID anyone who looks under 35.
- Please follow event or store instructions for pour sizes at all times and do not serve anyone who appears intoxicated.
- Remember to always remain professional and refrain from drinking while on the clock.



EVENTS AND TASTINGS: SET UP



- Stand up banner
- Black table cloth (pressed)
- Branded table runner (pressed)
- Whisky *see pour order slide*
- Stickers and sell sheets
- Tasting cups
- Barley example (optional)
- Smaller table-top stand-up
 - This is used if there isn't a large stand up available



EVENTS AND TASTINGS: POURING ORDER



The order you taste whisky matters based on style of whisky. You may not have all the expressions, so use the order below for the bottles you have:

1. Courage & Conviction
2. Chardonnay Cask Finished Virginia-Highland Whisky
3. Cider Cask Finished Virginia-Highland Whisky
4. Brewers Batch Virginia-Highland Whisky
5. Port Cask Finished Virginia-Highland Whisky

Watch this quick video for tasting tips on how to nose whisky:

<https://www.youtube.com/watch?v=zt2eglwhYul>



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COURAGE & CONVICTION: Available April 2020



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American Single Malt Whisky made at the distillery

Review and point people to www.batch.info for full batch details

- Made from 100% malted barley
- Aged for a minimum of three years in a trio of casks: Sherry, Bourbon and Cuvée Casks
- Bourbon casks come from Kentucky bourbon distilleries
- Sherry casks come from Spain and are Oloroso, Fino and PX sherries
- Cuvée casks are a specialty cask; formerly holding premium red wine, the casks are shaved, re-toasted, re-charred and put back together before putting our whisky in for aging
- Virginia's hot summers and cool winters expedite the aging, with depth and complexity showing faster than Scottish counterparts
- High scores from Whisk Advocate, 91 points, and Ultimate Spirits Challenge, 94 points

Tasting notes:

On the nose and palate: Caramel, butterscotch, bright dried fruit, cocoa, barrel spice and vanilla. The finish is creamy and exceptionally smooth.

VIRGINIA-HIGHLAND WHISKY SERIES



This product line is a marriage of whisky made on-site in Virginia with whisky from Scotland.

It is then **finished** in additional casks to add complexity and nuance.

These products have been available since 2015.

PORT CASK FINISHED Virginia-Highland Whisky



- Marriage of whisky made on-site in Virginia with whisky from Scotland
- Finished in true Port casks and local port-style casks for a minimum of 12 months
- Nose: vanilla, black cherry & dark walnut
- Palate: Barrel smoke mingles with sweetness from the fruit, developing into cocoa and melding into rich mocha on the palate
- Finish: Smooth finish lingers with hints of clove, cinnamon and caramelized sugar
- Awards include World Whiskies Award for Best American Blended Malt four years running

CIDER CASK FINISHED Virginia-Highland Whisky



- Marriage of whisky made on-site in Virginia with whisky from Scotland
- Finished in casks sourced primarily from Virginia cideries such as Potter's Craft Cider and Buskey Cider for an additional 8 to 20 months
- Nose: green apple, vanilla and toasted pecan
- Palate: honeycomb, baked apple vanilla and butterscotch
- Finish: Creamy with some biscuit notes
- Awards include Whisky Advocate's Top 20

VIRGINIA-HIGHLAND WHISKY SERIES



This product line is a marriage of whisky made on-site in Virginia with whisky from Scotland.

It is then **finished** in additional casks to add complexity and nuance.

These products have been available since 2016.

CHARDONNAY CASK FINISHED Virginia-Highland Whisky

- Marriage of whisky made on-site in Virginia with whisky from Scotland
- Finished in Chardonnay casks for a minimum of 12 months
- Nose: honeysuckle and vanilla
- Palate: honeyed walnuts, pear, green apple and baking spices
- Finish: Smooth finish lingers with hints of caramelized sugar



BREWERS BATCH Virginia-Highland Whisky

- Marriage of whisky made on-site in Virginia with whisky from Scotland
- Finished for 8 to 20 months in whisky barrels shared with local breweries to age their beers
- Nose: mocha and vanilla
- Palate: bittersweet chocolate, shortbread, vanilla, toffee and pecan
- Finish: Lingering baking spices





THANK YOU FOR
REPRESENTING

VIRGINIA DISTILLERY COMPANY

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