

FOR THE LOVE OF RYE.

Rye was once the number one spirit in America, but over time, it fell from grace in the eye of the whiskey consumer. Redemption Whiskey is a brand with one purpose and one purpose only: to bring Rye back to its rightful place at the bar.

Truly American, the spirit is crafted in the river town of Lawrenceburg, Indiana at the nearly 200-year old MGP distillery, then batched and bottled in Bardstown, Kentucky.

Redemption is known for its 95% rye content, high proof, quality aging, and exceptional blending techniques that work to highlight the dry, spicy flavors for which Rye was originally celebrated. Each bottle is hand-numbered, demonstrating the care that goes into creating this truly outstanding product.

Made in the style of true pre-prohibition rye, Redemption drinks well neat or on the rocks, but it also shines in any classic cocktail such as a Manhattan, an Old Fashioned or a Sazerac.

KEY SELLING POINTS

- Redemption is a star on the rise, receiving numerous accolades and coverage in leading press.
- Each bottle has our story right there on the front label, even the mash bill.
- An exceptional Whiskey at a tremendous value with a shelf price under \$30.

DID YOU KNOW?

Rye was a pre-prohibition American favorite and the inspiration for beloved classic cocktails like The Manhattan and The Old Fashioned. Its dry, spicy taste profile is a favorite for craft cocktail bartenders.



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