



**NEW RIFF®**

**DISTILLING**

**KENTUCKY STRAIGHT WHISKEY**  
**SINGLE BARREL COLLECTION**  
**RESPECTFULLY DIFFERENT**

## SINGLE BARREL BOURBON WHISKEY

At New Riff, we love highlighting how unique each barrel is! As our ownership were former Kentucky liquor retailers who had the privilege to select a multitude of world class barrels over the years, we pride ourselves on knowing how important the selection process should be.

At New Riff, a barrel selection offers an unparalleled experience, replete with distiller tasting notes and an immersive tasting experience in our warehouse. Each New Riff Single Barrel that is available for selection has been tasted and approved by our production panel. In the end, you can have confidence whatever barrel you choose has been fully vetted to be one of the finest unique barrels New Riff can offer!

*Karl Lewis, FOUNDER + PRESIDENT*

BARREL PROOF WITHOUT CHILL FILTRATION



# SINGLE BARREL EXPERIENCE AT NEW RIFF

At New Riff we pride ourselves in creating an educational and engaging Barrel Selection Experience every bit as singular as the barrel you are about to pick. If you purchase a Single Barrel you have the option, at no additional charge, of selecting your barrel of Kentucky Straight Bourbon Whiskey nestled in our turn of the century tasting room located among the thousands of aging barrels at our West Newport Warehouse Campus.

# ABOUT THE WHISKEY

BARREL PROOF WITHOUT  
CHILL FILTRATION  
HIGH RYE MASH BILL  
AGED AT LEAST 4 YEARS  
SINGULAR IN PERSONALITY



While each Single Barrel owns its specific flavor profile, New Riff Bourbon generally shows big and spicy flavors. This is not a light, delicate, simple whiskey—we have crafted for robust and fulsome flavor from start to finish. Our unfiltered bottling regimen allows all the character of the barrel to shine through in the glass.

## FOR EXAMPLE:

**APPEARANCE:** Extra rich, unfiltered deep amber color.

**NOSE:** Butterscotch rounding into fresh oak, with hints of vanilla and rye spice.

**TASTE:** Broad, fulsome mouthfeel, leading to a sweeter vanilla accent, before a gathering of rye spices (clove, cinnamon, mint, dark berry) into the finish.

**FINISH:** Long, rye-led finish, with brambly red-black fruits amid white pepper and clove.

# MAKING YOUR BARREL SELECTION

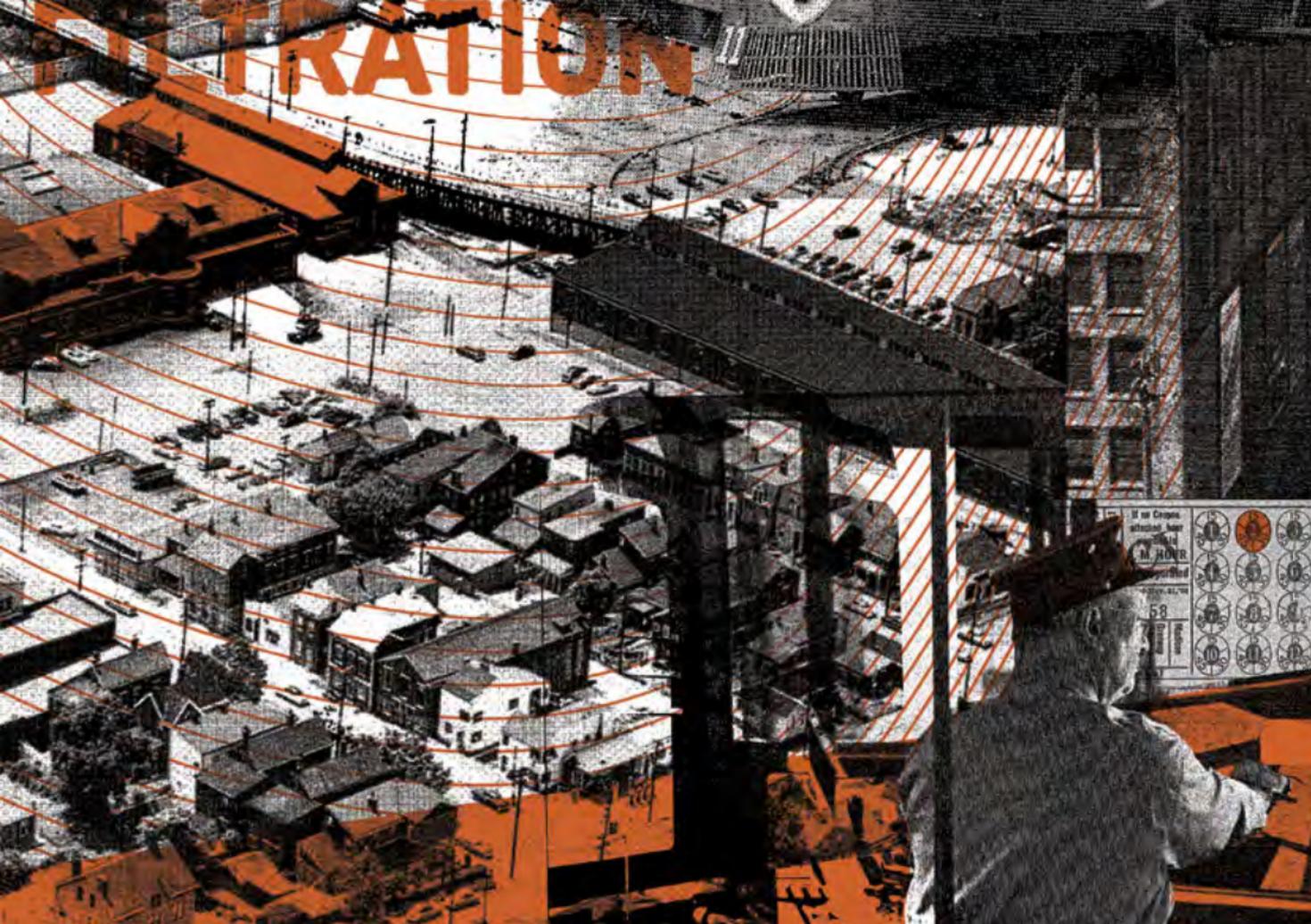
Our Single Barrel Ambassador will lead you on a thorough and exciting experience including a tour of our Rickhouses, Bottling Hall, and entire Warehouse campus. Once in our beautiful, historic tasting room, which dates back to 1903, we'll discuss Bourbon tasting techniques before conducting your own sensory evaluation of your chosen barrels. You'll have the opportunity to read the brief descriptions of what our tasting team has identified as the singular characteristics of each barrel.

Swirl! Nose! Taste! Lightly dilute! Nose! Taste! Debate! Ponder! Select your barrel and leave with a 100ml sample right from your chosen barrel as well as a logo'd tasting notebook and pen.

If you're unable to visit us, Sample Shipment and Distiller's Pick options are also available

CHILL FILTRATION  
RYE





# COME AND VISIT OUR DISTILLERY & WAREHOUSE CAMPUS

New Riff Distilling is located in Newport, Kentucky a stone's throw from Downtown Cincinnati. We thrive at the crux of north and south, east and west, riverfront and hillside. Northern Kentucky and Greater Cincinnati has a long and storied, but somewhat forgotten distilling history. In fact at a point before prohibition, this region housed some 20 distilleries and more than 50 rectifying plants.

Your visit to Newport will balance both the old and the new. Our Barrel Selections all take place at our West Newport Warehouse Campus in renovated turn of the century buildings, which were home to the Greenline Street Car from the 1890's until it's last ride in 1950. If time allows, our Single Barrel coordinators can arrange for you to tour the Distillery itself, only 1.5 miles up the road, and help connect you with the amazing community of restaurants, bourbon focused bars, and top notch accommodations in the area.

# SINGLE BARREL FAQ

## HOW MANY BOTTLES COME IN A BARREL?

A barrel generally yields anywhere between 30–38 6pk Cases (180 - 228 bottles).

## HOW MUCH DOES IT COST?

The cost is based on the yield of the barrel you select and your distribution state. Connect with your Distributor Sales Representative for pricing.

## HOW LONG WILL IT TAKE?

The Single Barrel Selection Experience is booked for 90 minutes. Once selected please allow 6 - 8 weeks for delivery time \* subject to state and distributor shipping.

A  
**NEW RIFF**  
ON AN  
**OLD TRADITION**

NEW RIFF DISTILLING  
NEWPORT, KY

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