

Dad's Hat® Pennsylvania Rye | Newsletter

Fall 2014

LIVE LET RYE

Dad's Hat is history in the making! This fall is the perfect time to rediscover genuine Rye Whiskey distilled, aged and bottled in Pennsylvania!

This month is big for Dad's Hat Rye as our highly anticipated Straight Rye releases, amazing events come to the distillery and celebrate the season by getting deep into the spirit of collaboration!

Learn more at **DadsHatRye.com**

NEW! Holiday Series



Get festive this Fall with Dad's Hat Rye Co-Founder John Cooper as he takes you step-by-step through the making of some great seasonal recipes in our cocktail video demos direct from the distillery tasting room!

ALL NEW Dad's Hat Holiday Cocktail Videos Available Nov. 19th!

SHARE YOUR RECIPES

Have a creative Dad's Hat Rye cocktail to share with us?

Just fill out our online recipe card with your custom creation and you could win a newlydesigned Dad's Hat t-shirt!

► Share Recipes

Cocktail Recipes Up Now!

Check out our current gallery of custom cocktail recipes at DadsHatRye.com

Upcoming Events...

Nov 12th

Wharton Alumni Club of New Jersey Tasting Event
16 Eagle Rock Ave
East Hanover, NJ
Nov 12th

Ella's American Bistro Whiskey Tasting Dinner 214 Sugartown Road Wayne, PA

Nov 14th <u>Big Brothers/Big Sisters</u> <u>Fundraiser</u> 780 Falcon Circle

Warminster, PA

Nov 15th

<u>Whiskey & Chocolate</u>

<u>Pairing Event with</u>

<u>Shane Confectionery</u>

925 Canal Street, Bldg #4

925 Canal Street, Bldg #4
Bristol, PA

Dec 6th
Holiday Cocktail Classes at
the Dad's Hat Distillery

925 Canal Street, Bldg #4

Bristol, PA

Dec 3rd

Red Owl Tavern

Whiskey Dinner

433 Chestnut Street

Philadelphia, PA

Now Serving...

Philadelphia

<u>Cure Restaurant</u>

<u>Pittsburgh</u>

Mac's Tavern

<u>Le Perchoir</u> Paris

Second State
Washington,DC

<u>Dry 85</u> Annapolis, MD

Duende Restaurant

Oakland, CA

The Dutch

NYC

<u>Erini Restaurant</u> Trenton, NJ

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Keep Up With Dad's Hat®

For more information,

For more information, contact John Cooper at 215.781.8300 or email

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Tours & Events Taking Over At The Distillery!



Photo: Barbara L. Peterson, portfolio b photography, <u>portfoliob.com</u>

The Dad's Hat distillery has been buzzing lately as we welcome

more Dad's Hat fans to our on-site tours which have now expanded to nearly every Saturday. There are three tour times conducted per weekend - 1pm, 2pm and 3pm - which consist of a group tour of our facility as well as a tasting session of our hand-crafted rye whiskeys for a cost of \$10 per person. Reserve your spot today on our website.

featuring Nashville singer/songwriter <u>Tim Easton</u> and cocktails for the crowd at our distillery tasting bar. Great music + great cocktails = one great time had by all!

Earlier this fall, Dad's Hat hosted our first live music event

As we close our the year, we are very excited about our next two unique on-site events...

November 15th at the distillery, Dad's Hat will host a Whiskey and

Chocolate Pairing event featuring amazing confections designed for the occasion by brothers Eric and Ryan Berley, the creative team behind Philadelphia's Shane Confectionery. During the event, flights of Dad's Hat Rye whiskey will be paired with unique Shane candy followed by a Dad's Hat cocktail paired with an equally delicious confection. Shane's will also have deliciously clever Rock & Rye Kits available at the event - Rock Candy in a Jar and all you do is add Dad's Hat Rye Whiskey and your favorite fruit! Tickets are \$25 so reserve today. More information at DadsHatRye.com

On **December 6th**, Dad's Hat Co-Founder John Cooper will host our first ever "Holiday Cocktail Class" at the distillery. John has developed a selection of seasonal cocktails that will make you the host with the most for the holiday season. We furnish all the ingredients you will need to prepare these delicious drinks and take you step-by-step to serving up some amazingly festive craft cocktails. Reserve today using our <u>online contact form</u> and stay tuned for more events coming up for 2015!

Expanded Distribution in NY State and Kentucky!

Dad's Hat Whiskeys will now be available from <u>The Winebow</u> <u>Group</u> throughout New York State. We are very excited to work the team from Winebow as they will offer greater coverage in not only the NYC area but now the entire state of New York.

<u>Republic Nation Distribution Company</u> is now distributing our products throughout Kentucky and we are thrilled to be selling our whiskey in the home state to many of the leading bourbon whiskey distilleries.

Dad's Hat also recently joined our European importer, La Maison

<u>du Whisky</u>, during the three day <u>Whisky Live Paris</u> event, billed as "The World's Premier Whisky Tasting Show". There we met and mingled with many European rye whiskey lovers and many new Dad's Hat Whiskey customers. The team at LMDW is working with distributors across Europe to bring our fine products to customers across the Continent.

introducing Dad's Hat to whiskey fans in Germany at the <u>Bar</u> <u>Convent Berlin</u>, a major European bar and beverage trade show.

Following the event in Paris, we also had the pleasure of

Dad's Hat Pennsylvania Straight Rye

THE WAIT IS OVER! - Dad's Hat Straight Rye Debuts

Pennsylvania in over 25 years, was launched in limited release in October at the Whiskey & Fine Spirits Festivals in both Philadelphia and Pittsburgh.

A team from the Pennsylvania Liquor Control Board visited our distillery and

Whiskey, the first Straight Rye made in

tasted several barrels before selecting one to be bottled specially for these events.

This whiskey debuted for sale exclusively at the Festivals and limited remaining quantities will be sold on the PLCB's web

store, <u>finewineandgoodspirits.com</u>. If you missed these Pennsylvania fests, rest assured we will continue tasting the other barrels as we look forward to a broader release. So stay tuned!

Question: What is Straight Rye Whiskey?



Answer: A rye grain whiskey that has been aged in

new oak barrels for at least two years.

While we think Dad's Hat Pennsylvania Rye Whiskey is great all by itself, we are finding that there are many ways to create tasty

Creative Whiskey Collaborations In The Works

treats with our whiskey...

The award-winning ice cream makers at <u>The Bent Spoon</u> in Princeton, NJ from time to time feature a delicious "Dad's Hat Rye

Whiskey Salted Caramel" ice cream. Each time they announce another batch it sells out immediately.

Our friends at Keystone Homebrew Supply, who sell our used rye

whiskey barrels to brewers and restaurants alike, have found another fantastic use for them as well. Last year, they began aging premium Pennsylvania maple syrup from **Grinarmls Maple Syrup** in our used rye whiskey barrels and now offer the tasty results for sale online. Breakfast just got kicked up another level!

The artisan chocolate makers at <u>Tradestone Confections</u> in Conshohocken, PA are creating a selection of tasty Dad's Hatinfused treats known as the "Whiskey Tasting Box". For those who can't wait until this special collection reaches their favorite retailer, Tradestone will be holding a special "Whiskey Box Launch Tasting Event" on Nov. 14 at their Tradestone Cafe with two

seatings at 7pm & 8pm.

our <u>distributors</u> around the country. Check out our online

The Rye Whiskey Revolution Continues!

Dad's Hat continues to expand into new areas each week thanks to

<u>locator</u> tool to find genuine Dad's Hat Rye products in your area!

<u>Contact Us</u> today for more information!