



J. RIEGER & CO

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'TIS THE SEASON! J. RIEGER & CO. INTRODUCES 2018 LIMITED EDITION HOLIDAY KC WHISKEY LABEL & 3-BOTTLE HOLIDAY GIFT PACK

Limited Edition Bottling is a KC Holiday Tradition, Inspired by Original 1910 Advertisement

FOR IMMEDIATE RELEASE November 15, 2018 (Kansas City, MO) – J. Rieger & Co. has established a new holiday tradition with their limited edition holiday labels. Now in its second year, the design of this year's Rieger's Kansas City Whiskey label is inspired by a 1910 advertisement from the original pre-Prohibition distillery. Just for the holidays, select bottles of Rieger's Kansas City Whiskey will feature a festive image of traditional hollies and branches on the outside, while the interior reveals a jolly Santa who appears to be fully enjoying the spirit of the season. The artwork changes each year making this a uniquely collectible holiday gift.

J. Rieger & Co. is also ringing in the season of giving with a three-bottle specialty gift pack. Presented in a custom set, each pack includes a 750-ml bottle of Rieger's Kansas City Whiskey, Midwestern Dry Gin, and Premium Wheat Vodka. The suggested retail price is \$85.

Consumers in Kansas, Missouri and Arkansas, will be able to purchase collectible bottles of Rieger's Kansas City Whiskey (suggested retail price, \$35) as well as the Holiday Gift Pack, while supplies last. For even more cheer, J. Rieger & Co. will present [Miracle at Rockhill](#), a seasonal pop-up bar that will serve up festive cocktails and nostalgia from November 23 to New Year's Eve at The Rockhill Grille in the Crossroads Arts District of Kansas City.

View and download the artwork for the holiday label of Rieger's Kansas City Whiskey and Holiday gift pack [here](#).



About Rieger's Kansas City Whiskey

J. Rieger & Co. has reinvented the whiskey category with the addition of a small amount of Sherry, a common practice prior to Prohibition. Kansas City Whiskey is a blend of straight Bourbon, light corn, and straight Rye Whiskeys, as well as a small amount of 15-year-old Oloroso Sherry. It's balanced and smooth with an understated sweetness that can be served on its own or in classic cocktails. Suggested retail price: \$35. Read more about all [J. Rieger & Co.](#) products.

About Miracle at Rockhill, a KC Holiday Pop-Up Bar: [Miracle at Rockhill](#) presented by J. Rieger & Co. is serving up seasonal cocktails and nostalgia from November 23 to New Year's Eve at The Rockhill Grille. It's part of a super-festive, holiday phenomenon that rings in the season in over 80 locations around the globe. This will be the first time Miracle comes to Kansas City. The menu ranges from fan favorites such as the **Snowball Old-Fashioned** to the **Jingle Balls Nog**, and local KC creations like the **Festivus Fizz** and **Hallmark Heater**. Drinks will be served in Miracle glassware including Santa's Pants mugs and reindeer Collins glasses. In keeping with the season of giving, Miracle glassware will be available for purchase with 10% of glassware sales being donated to Action Against Hunger. [Click here](#) for all the KC details and select [imagery](#).

Contact us for Holiday Cheer from J. Rieger & Co.!

Contact Amanda Davis, amanda@gregoryvine.com, or Helen Gregory, helen@gregoryvine.com, for product sampling, imagery, cocktail recipes and interviews.