



**J. RIEGER & CO**

ESTD 1887

## Media Contacts

Jena Dean, [jena@gregorywhitepr.com](mailto:jena@gregorywhitepr.com)

Helen Gregory, [Helen@gregorywhitepr.com](mailto:Helen@gregorywhitepr.com)

## J. RIEGER LAUNCHES A LIMITED-EDITION HOLIDAY PACKAGE

*Inspired by 1911 Advertisement from the Historic Distillery,  
Rieger's Kansas City Whiskey Label Celebrates Legacy and Modern Revival*

**FOR IMMEDIATE RELEASE** October 4, 2017 (Kansas City, MO) – Rieger's Kansas City Whiskey represents a classic revival of a great American distillery first founded in 1887. The Kansas City distillery has found inspiration in a holiday advertisement from the pre-Prohibition distillery – first released in 1911 – to design a limited edition package. Consumers in the greater Kansas City area, as well as select consumers nationally, will be able to purchase the collectible bottles of Rieger's Kansas City Whiskey after November 1. In the spirit of seasonal giving, J. Rieger & Co. also plans to donate select bottles to charity partners throughout the Kansas City area.

"J. Rieger & Co. was one of the largest distillers in the United States prior to the onset of federal Prohibition in 1920," states Co-Founder/Owner Andy Rieger. "We are proud to be back as Kansas City, Missouri's first distillery in nearly a century. We felt that the best way to honor this legacy was with a vintage label that our predecessors first released in the spirit of celebration and charitable giving."

The vintage holiday label will debut on limited edition bottles of Rieger's Kansas City Whiskey in Kansas, Missouri and select national retailers as of November 1, 2017, available for purchase while supplies last. J. Rieger & Co. also offers a complete line-up of craft spirits for consideration this holiday season:

**For the whiskey lover – designed with a vintage holiday look:** 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 corn, malt, 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, like the [Horsefeather](#). Give back to charity and enjoy a limited edition run of the vintage holiday label in Kansas, Missouri and select other markets this holiday season. Suggested retail price: \$35.

**For the gin enthusiast:** Midwestern Dry Gin was created in collaboration with the world's top gin distiller, Tom Nichol, former master distiller for Tanqueray. By selecting the finest botanicals – juniper berries, coriander seeds, angelica root, orange peel, and licorice root – the result is a bold, full-flavored London Dry-style gin. Try it in a holiday punch, a classic [Negroni](#), or in the [Farmhouse Fizz](#), a KC creation by star bartender Ryan Maybee served at Manifesto cocktail lounge. Suggested retail price: \$30.

**For the coffee lover:** Caffè Amaro is an innovative coffee-flavored liqueur made in collaboration with Kansas City-based coffee roaster, Thou Mayest. J. Rieger & Co. uses a single-origin coffee roast that beautifully enhances Caffè Amaro's balance of bitter, herbal and sweetness, a stunning combo that stems from the distillation of botanicals, herbs, cane syrup and estate coffee followed by brief barrel-aging. It's ideal in [cocktails](#) or enjoyed by itself after a meal. Suggested retail price: \$30.

Planning a visit to Kansas City? Distillery tours are available to learn more about the J. Rieger & Co. process and history. For more cocktail inspiration from J. Rieger & Co and acclaimed bartender/co-founder Ryan Maybee, click [here](#). Contact Jena Dean, <http://jena@gregorywhitepr.com>, with product sampling, company and interview inquiries.

## About J. Rieger & Co.

Jacob Rieger & Company was originally founded in 1887 in Kansas City's West Bottoms Livestock Exchange district. The distillery produced over 100 alcoholic products on a national basis, including the iconic Monogram Whiskey, but it was forced to close in 1919 with the advent of Prohibition. In 2014, 95 years after Prohibition, the brand was relaunched by business partners Ryan Maybee, owner of The Rieger and Manifesto, and Andy Rieger, the great-great-great-grandson of Jacob Rieger. The current distillery is located in the historic East Bottoms of Kansas City. The product line includes Kansas City Whiskey, Midwestern Premium Vodka, Midwestern Dry Gin, Left For Dead, and Caffè Amaro. For more information: [riegerco.com](http://riegerco.com).

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