



2018 BRAND PR + EXPERIENCE PLANNING

GEORGE
REMUS
— KING OF THE BOOTLEGGERS —
STRAIGHT BOURBON WHISKEY

TILL 
AMERICAN WHEAT VODKA®



MEET THE TEAM



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PUBLIC RELATIONS THAT DRIVE SALES

- Accolades & Reviews
- Contests/Submissions
- New market/distributor launches

PRAISE FOR REMUS REPEAL RESERVE

#REMUSREPEALRESERVE



92 Points

"The more George Remus Repeal Reserve I drink, the more my faith in bourbon is restored."

"The right age, the right proof, and the right blend."



"Beautiful Art Deco cuts and curves and swerves, and inside that beauty is an exquisite high rye bourbon blend of aged reserves to match. Style & Substance – my favorite combo."

"My favorite, (of course!) is their limited release Remus Repeal Reserve, but I came away a fan of their entire line as well as the incredible team behind it all."
(Instagram)

DISTILLER

90 Points

"Sweetness rises to a strong level on the palate with vanilla and baking spices initially, then builds to stone fruit. Mouthfeel is gentle and pleasant."

Robb Report

"A respectable sipping whiskey with deep notes of candied fruit, oak, caramel, and toffee."

"It makes sense that MGP is now releasing its own products, considering its lengthy track record of providing high quality spirits."

Liquor.com

"A spicy, complex whiskey that will have you wondering if it's an aged rye or unusual bourbon."

MEN'S JOURNAL

"It's the kind of fun, delicious bourbon that doesn't take a history lesson or a 100-dram course of study to just enjoy."

Whisky
ADVOCATE

"The distillery is openly discussing the blend components of this new bottling - a move we applaud."

BourbonGuy.com

"This is 100% delicious."

"This is a deliciously spicy bourbon. I adore the pre-dominant cinnamon and spice notes."

REMUS
REPEAL RESERVE

PRAISE FOR GEORGE REMUS BOURBON

#DRINKREMUS



"A very sippable
high-rye bourbon."

"I'd happily sip it neat,
paired with a creamy
dessert, or in a
Manhattan."



"A solid
sipper
and stands
up well in a
classic
bourbon
cocktail."



Score: 92

Gold Medal

"A zippy
and
herbal
bourbon."



DISTIL  **ER**

"The palate is
smooth and easy."



"There is lots of
depth to this
exquisite bourbon."

THE CASKS
RECOMMENDED

"Happy to see MGP
releasing their
own whiskey, and a
good one at that.
Recommended."

"This is a robust
sipper right out of
the bottle, but it
also works well
with a bit of water
or over ice."



"This is a light,
fruity, and spicy
bourbon that
will appeal to
those who like a
lot of rye kick,
but still want
that hint of
sweetness."



PRAISE FOR TILL VODKA

#PRIDEDISTILLED

FEAST

"Till is smoother than other vodkas at a comparable price point and remains crisp and smooth without being too sharp."

-Andrew Ruth
Bar Manager
Barred Owl Butcher Table
Columbia, MO

"The first thing that struck me was the vodka's remarkable creaminess and mouthfeel. We tinkered with flavors to make sure they showcased the subtle flavor profiles that Till brings."

-Beau Williams,
Owner and GM
Julep Cocktail Club
Kansas City, MO

"Till Vodka is full-bodied. It's creamy and has a vibrant backbone while still being soft."

-Tim Wiggins,
Beverage Director
Retreat Gastropub
St. Louis, MO



"This is very tasty, very high end vodka without that super-premium price."

"The slightest nuance of flavors in this vodka makes it that much more interesting and palatable."

"With the addition of ice ... it comes even closer to that definition of perfect vodka."

BeverageDynamics

"The spirit places great emphasis on its Kansas origination, and uses wheat culled from the Sunflower State."



Score: 92

Rated among the top American Wheat Vodkas.

"Till American Wheat Vodka's grainy wheat-bread scent speaks of homeland. A touch of vanilla and mocha latte firms up the nose. The palate exudes spiced notes of plum and sweet pea, bright and playful on the tongue."

the Intoxicologist

"Till Vodka tastes great, is reasonably priced quality vodka and is crafted from wheat grown by hard working farmers in the Heartland."

"It's kind of like Goldilocks sampling baby bear's porridge. It's just right!"



"A uniquely smooth premium vodka that is distilled by the proud men and women of Atchison, Kansas."



ALL HAIL

KING GEORGE

ABOUT GEORGE REMUS, KING OF THE BOOTLEGGERS

- Known as the "King of the Bootleggers," George Remus was a Cincinnati lawyer who created one of the most successful bootlegging operations of the Prohibition era (1920-1933).
- The original Jay Gatsby: Remus owned many of America's most famous distilleries, and became a multi-millionaire before losing it all. He is said to have inspired the notorious character of Jay Gatsby from *The Great Gatsby* by F. Scott Fitzgerald. His parties were legendary: on one occasion, Remus presented all the men with diamond stickpins, and their wives with new cars.

MGP HISTORY WITH GEORGE REMUS

- MGP acquired the George Remus whiskey label in November 2016 from Queen City Whiskey Co. in Cincinnati
- George Remus is made at our historic 170-year-old distillery in Lawrenceburg, Indiana
- There are two types of George Remus Bourbon:
 - George Remus Straight Bourbon Whiskey was released in June 2017.
 - Remus Repeal Reserve will release on November 13, 2017, the birthdate of George Remus; full release by December 5, the anniversary of Prohibition Repeal Day
- Our style is high-rye, and relies on our expertise in aging and blending whiskies
- We pride ourselves on making whiskies that are greater than the sum of their parts

GEORGE REMUS STRAIGHT BOURBON WHISKEY

- This is our flagship bourbon whiskey
- Composition/Age: a high-rye blend of bourbon whiskies aged over four years
- Taste: A hint of vanilla, a maple aroma, and a sweet-yet-characteristic rye flavor
- Awarded 92 points and a Gold Medal (Tastings.com, 2017).
- Suggested retail: \$44.99; 94 proof



Be Legendary.

George Remus® Bourbon

Sip Responsibly.

STRAIGHT BOURBON WHISKEY | 47% ALC/VOL | G. REMUS DISTILLING CO., LAWRENCEBURG, IN

PROHIBITION REPEALED

REMUS REPEAL RESERVE

- A very rare Bourbon – this is an annual, limited-edition release. Released on George Remus' birthday, November 13, full release by Repeal Day, December 5.
- This is one of the highest rye releases from our distillery – made from our oldest reserves.
- The medley will change each year.
- Composition/Age (Series I): a medley of two mash bills from the 2005/2006 vintages: 50%, 2005 Bourbon (21% Rye); 15%, 2006 Bourbon (36% Rye); and 35% 2006 Bourbon (21% Rye).
- A very complex spirit: layers of complexity come from years of aging and expert blending. The critical difference in our reserve is that the whiskey is aged longer, dating back to 2005/2006 – a decade ago these were put in barrel and left to age. Maturity takes effect on that oak barrel. By the time we put it out on the market, you know that it will be special.
- Flavor Profile: buttery-toffee, honey-smooth with hints of bold spice. Gives way to notes of raisin, fig and toffee. THEN: comes full circle to the toffee notes. That's the complexity of the medley.
- A Sipping Bourbon: Remus Repeal Reserve is a nuanced spirit, more mellow, and smoother. This is a sipper not a mixer – put this on the rocks or add a dash of water, but that's it.
- Packaged in a collectible, art deco bottle.
- Suggested retail: \$74.99; 94 proof

TARGET AUDIENCE

Whiskey aficionados that demand the finest bourbon...and appreciate a great back-story.

WHERE TO FIND OUR PRODUCTS

- Indiana, Iowa, Kansas, Kentucky, Minnesota, Missouri, Nebraska, Ohio and Wisconsin
- GeorgeRemus.com: Find more information and our store locator.
- @GeorgeRemus (Twitter). @GeorgeRemusBourbon (Facebook and Instagram)



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STRAIGHT BOURBON WHISKEY | 47% ALC/VOL | G. REMUS DISTILLING CO., LAWRENCEBURG, IN

TRADE LOYALTY & BRAND EXPERIENCE PROGRAMS

- Remus Sip-in
- George Remus Trivia Nights
- Till for All Seasons
- How we measure success

Calling all Bartenders!

GET CREATIVE WITH TILL VODKA

WHAT'S IN SEASON? If you have an original TILL Vodka recipe to share we'd like to hear from you. We're looking for local cocktail creations that showcase What's in Season – and to support growing interest in our heartland spirit with lifestyle media, publishing partners and consumers.



Still learning about TILL American Wheat Vodka? Interested in co-hosting a farm-to-cocktail night? Help us get the word out and we'll showcase your talent!

CONTACT US: Ian Shea-Cahir, ian@gregorywhitepr.com

#PrideDistilled

Till Distilling Company | Atchison, KS | 40% ALC/VOL | Enjoy Responsibly.

tillvodka.com

TILL AMERICAN WHEAT VODKA

Pride Distilled.

Till American Wheat Vodka is born in the heartland; that place where hard work and craftsmanship are taken seriously. Made with the finest ingredients, Till is an exceptional vodka without the ego. With a crisp taste and the smoothest finish, we craft Till with one thing in mind: to make you proud. Because if you don't think that Till is good enough to share with your closest friends and family, then it's not good enough for us. Till American Wheat Vodka is pride distilled.

Grown in the Heartland.

Till Vodka is owned by MGP Ingredients, a leading national distiller based in Atchison, Kansas. Made by the expert distillery team at MGP Ingredients in Atchison, Till Vodka is created from premium Kansas wheat sourced from the best farms in the region. Till Vodka is distilled using a proprietary process perfected over 75 years that focuses on the heart of the spirit. The result is a uniquely smooth premium vodka that showcases the best of Midwest craftsmanship.

Till Vodka is available in Kansas, Missouri, Indiana, Iowa, Kentucky, Nebraska and Wisconsin, and Minnesota. The frosted bottle artfully displays the brand's creative, heartland design, and is sold in 1.75-liter, 1-liter, 750-ml, and 50-ml formats.



92 POINTS
THE
tastingpanel
MAGAZINE

For more information, visit www.tillvodka.com

Till Distilling Company, Atchison, Kansas. 40% ALC/VOL. Enjoy Responsibly.

REMUS REPEAL RESERVE



SERIES I

MAKE REPEAL DAY MATTER

SCHEDULE A VERY RARE BOURBON SIP-IN

GEORGE REMUS IS PROUD TO LAUNCH A LIMITED RELEASE OF THEIR FIRST RESERVE BOURBON ON REPEAL DAY, DECEMBER 5,

Remus Repeal Reserve will debut in Ohio, Kentucky, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska and Wisconsin. This is a very special Bourbon, aged in barrels since 2005/2006, and the first in a series of limited edition releases.

WE'RE LOOKING FOR PARTNERS TO HOST THE FIRST SIPS OF THIS RARE, HIGH RYE RESERVE.

Events can take place on or after December 5. Product is limited so all requests will be treated first come, first served. We'll organize materials to make this a Bourbon date to remember.

**INTERESTED IN HOSTING A
REMUS REPEAL RESERVE SIP-IN
IN YOUR AREA?**

Contact Ian Shea-Cahir, ian@gregorywhitepr.com
or Jena Dean, jena@gregorywhitepr.com

ABOUT GEORGE REMUS® BOURBON

George Remus®, a bourbon brand named after the legendary "King of the Bootleggers," is crafted by MGP Ingredients in Lawrenceburg, Indiana, in its 170-year-old distillery. George Remus Straight Bourbon Whiskey is a blend of bourbon whiskeys, aged over four years, with a hint of vanilla, a maple aroma, and a sweet-yet-characteristic rye flavor. Remus Repeal Reserve is a limited, high rye medley aged in barrels since 2005/2006, revealing layers of complex flavor from sweet toffee to spicier rye, raisin and fig. Learn more: GeorgeRemus.com



STRAIGHT BOURBON WHISKEY | 47% ALC/VOL | © REMUS DISTILLING CO. | LAWRENCEBURG, IN

BE RESPONSIBLY SIP RESPONSIBLY.

REMUS REPEAL RESERVE

STRAIGHT BOURBON WHISKEY | 47% ALC/VOL | © REMUS DISTILLING CO. | LAWRENCEBURG, IN

SERIES I



**A LIMITED EDITION BOURBON
AS RARE AS GEORGE REMUS HIMSELF.**

Introducing Remus Repeal Reserve, the first in what will be a limited release. Crafted with a medley of three different mash bills, Remus Repeal Reserve was made to commemorate the repeal of Prohibition on December 5, 1933. And when we say it's ultra-limited, we mean it. So once it hits shelves on November 13 - King George's birthday - expect it to go, and go fast.

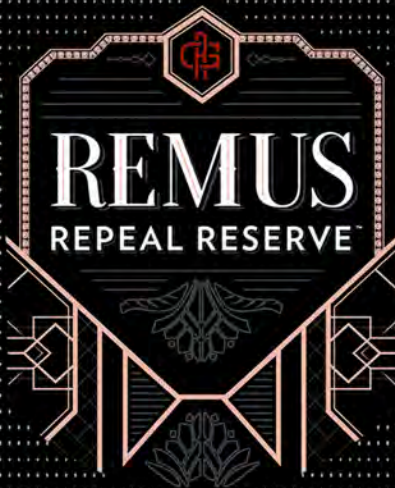
Remus Repeal Reserve offers a premium price point and boasts buttery toffee and honeyed smoothness, leading to a bold spiciness and a finish with notes of raisin, fig and toffee.

All in all, Remus Repeal Reserve is the perfect complement to GEORGE REMUS® Bourbon in any liquor cabinet.

REMUS REPEAL RESERVE IS A MEDLEY OF 2 DIFFERENT MASH BILLS.

50 PERCENT	2005 ² BOURBON	21% RYE
15 PERCENT	2006 BOURBON	36% RYE
35 PERCENT	2006 BOURBON	21% RYE

GO AHEAD. TAKE A SIP.



Introducing Remus Repeal Reserve, a very special bourbon. Crafted with a medley of two different mash bills, Remus Repeal Reserve was made to commemorate the repeal of Prohibition on December 5, 1933.

Our limited edition bourbon boasts buttery toffee and honeyed smoothness, bold spiciness and a lingering finish with notes of raisin, fig, and caramel. When we say limited, we mean it. Enjoy this very special sip.

#REMUSREPEALRESERVE

STRAIGHT BOURBON WHISKEY | 47% ALC/VOL | © REMUS DISTILLING CO. | LAWRENCEBURG, IN

BE LEGENDARY. SIP RESPONSIBLY.

GEORGE REMUS REPEAL RESERVE



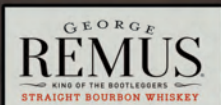
George Remus, a bourbon brand named after the legendary King of the Bootleggers, is crafted by MGP Ingredients in Lawrenceburg, IN, in its 170-year-old distillery.

Remus Repeal Reserve is a limited, high rye medley aged in barrels since 2005 & 2006, revealing layers of complex flavor from sweet toffee to spicier rye, raisin and fig. Learn more: GeorgeRemus.com

JOIN THE KING'S CIRCLE

REMUS REPEAL RESERVE IS A MEDLEY OF 2 DIFFERENT MASH BILLS.

50 PERCENT	2005 BOURBON	21% RYE
15 PERCENT	2006 BOURBON	36% RYE
35 PERCENT	2006 BOURBON	21% RYE



GEORGE REMUS GOLD RUSH

2 oz George Remus Bourbon
1 oz lemon juice
1/2 oz honey
1 lemon twist

Pour ingredients into a mixing glass filled with ice. Stir until combined, then pour into a cocktail glass. Garnish with a lemon twist.

To serve as a Hot Toddy: Replace 1 oz bourbon with 1 oz hot water and combine bourbon, honey, and lemon juice in a 6 oz mug. Top off with 1 oz hot water and stir until honey is dissolved. Garnish with a lemon spiral, or add cinnamon sticks for a spicy note.



GEORGE REMUS BOURBON SOUR

2 oz George Remus Bourbon
1 oz lemon juice
1/2 oz dark amber maple syrup
2 sprigs rosemary
1 lemon twist

Add bourbon, lemon juice, and maple syrup to a chilled mixing glass. Stir to fully combine, then pour over ice into a cocktail glass. Garnish with rosemary and a lemon twist.



ABOUT GEORGE REMUS BOURBON

George Remus, a bourbon brand named after the legendary "King of the Bootleggers," is made by MGP Ingredients at their historic Lawrenceburg, Indiana distillery. George Remus Straight Bourbon Whiskey is a high-rye blend of bourbon whiskies, aged over four years, with a hint of vanilla, a maple aroma, and a sweet-yet-characteristic rye flavor. Connect with us: GeorgeRemus.com, Twitter (@GeorgeRemus), Facebook and Instagram (@GeorgeRemusBourbon)

G. Remus Distilling Co., Lawrenceburg, IN, 47% ALC/VOL, Be Legendary. Sip Responsibly.



GEORGE REMUS® BOURBON



KING OF THE BOOTLEGGERS.™

STRAIGHT BOURBON WHISKEY

47 PERCENT ALC. BY VOL. | 94 PROOF | 750 MILLILITER BOTTLE

Creating one of Prohibition's most successful operations, George Remus was more than a bootlegger – he was the King. Serving as a pharmacist throughout the 1920s, George soon realized that his "medicinal" spirits could have a much wider appeal – and so his reign began.

Today, his legacy lives on in our bold George Remus Bourbon. With a hint of vanilla, a maple aroma and a sweet, yet characteristic, rye flavor, King George's unique ingenuity and complexity is forever bottled in the bourbon that bears his name.

GEORGEREMUS.COM

FACEBOOK: @GEORGEREMUSBOURBON

TWITTER: @GEORGEREMUS

#DRINKREMUS

G. REMUS DISTILLING CO., LAWRENCEBURG, IN | BE LEGENDARY. SIP RESPONSIBLY.

GAME ON! HOST A PROHIBITION TRIVIA NIGHT

GEORGE
REMUS
KING OF THE BOOTLEGGERS
STRAIGHT BOURBON WHISKEY

George Remus® Straight Bourbon, named after the legendary “King of the Bootleggers,” has found a creative way to showcase two very engaging passions: Whiskey and Trivia. George Remus Bourbon is proud to offer a limited-edition Prohibition Trivia Kit that brings history, whiskey and fun facts together in one entertaining package.

WE’RE LOOKING FOR PARTNERS TO HOST WHISKEY & TRIVIA NIGHTS.

Our Trivia Night Kit comes complete with a custom game box, including:

- ☞ Host cards with rules, trivia questions and answers
- ☞ Answer sheets and pencils for trivia teams
- ☞ George Remus Bourbon coasters and buttons
- ☞ Keep the fun going every night with Trivia card “gift decks” to share

READY TO HOST TRIVIA?

Request a George Remus Prohibition Trivia Kit in your area. Contact Ian Shea-Cahir, ian@gregorywhitepr.com or Jena Dean, jena@gregorywhitepr.com for more information. Limited edition kits are available while supplies last.



KING OF THE BOOTLEGGERS.™



STRAIGHT BOURBON WHISKEY

47 PERCENT
ALC. BY VOL.

94 PROOF

750 MILLILITER
BOTTLE

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G. REMUS DISTILLING CO., LAWRENCEBURG, IN | BE LEGENDARY. SIP RESPONSIBLY.

Farm to COCKTAIL RECIPES



What's in Season?



TILL Blood Orange

2 cups TILL Vodka
2 cups blood orange juice*
1 cup lime juice
1 cup orange-flavored liqueur
¾ cup simple syrup, or to taste

Combine TILL Vodka, blood orange juice, lime juice, orange-flavored liqueur and simple syrup in a pitcher. Add blood orange wedges. Stir and chill. Serve 8, in rocks glasses filled with ice.

For simple syrup: Combine 2 cups of water and 1 cup of sugar in a small saucepan. Bring to a boil, stirring until sugar dissolves. Remove from heat and pour syrup into a glass jar.

* A seasonal favorite, blood oranges are available December to May.

About TILL Vodka

TILL Vodka is made by the expert distillery team at MGP Ingredients, based in Atchison, Kansas. Created from premium Kansas wheat sourced from the best farms in the region, TILL Vodka is distilled using a proprietary process perfected over 75 years that focuses on the heart of the spirit. The result is a uniquely smooth premium vodka that showcases the best of Midwest craftsmanship. TILL Vodka is available in Kansas, Minnesota, Missouri, Indiana, Iowa, Kentucky, Nebraska and Wisconsin. Suggested retail price: \$24.99 / 750-ml bottle. Connect with us on Instagram (@tillvodka), Twitter (@TillVodka) or Facebook (@tillvodka).

Please reach out to Jena Dean, jena@gregorywhitepr.com, or Ian Shea-Cahir, ian@gregorywhitepr.com, for samples, image requests and additional drink ideas.



Till Distilling Company, Atchison, Kansas. 40% ABV. Enjoy Responsibly.

TILL VODKA

COCKTAIL RECIPES



VALENTINE'S DAY from the (Heart)land



The Rose Martini

3 oz. TILL Vodka
1 oz. rose syrup
Dash of aromatic bitters
Organic rose & hibiscus
flower petals

Add TILL Vodka and rose syrup into a cocktail mixer filled with 2 - 3 large ice cubes and stir well. Strain into a chilled coupe glass, adding a few dashes of bitters on top. Garnish with flower petals and hibiscus. Serves 1-2.

TILL Chocolate Mousse

1 oz. TILL Vodka
5 ½ oz. semi-sweet chocolate
7 oz. solid coconut cream
7 oz. chilled solid coconut cream
1 oz. chocolate liqueur
Whipped cream to top

Place chocolate and 7 oz. of coconut cream in a large microwave-safe bowl. Heat on high for one minute and whisk continuously. Stir in the chocolate liqueur and TILL Vodka, then set aside to cool. Scoop out chilled coconut cream into a large bowl, then whip with a hand mixer. Slowly add the chocolate mixture to the whipped coconut cream. Cover and chill for 2 - 3 hours. Scoop mousse into martini glasses. Top with whipped cream and chocolate pieces or shavings to garnish. Serves 4.



Contact us: Jena@gregorywhitepr.com

Till Distilling Company, Atchison, Kansas. 40% ABV. Enjoy Responsibly.

STRATEGIC EVENTS PROGRAMS

WHAT WE ARE LOOKING FOR:

- (1) Qualified Audiences (media, trade and consumer)
- (2) Brand Awareness/Education
- (3) Lead Generation/Relationship-Building

STRATEGIC EVENTS PROGRAMS

EVENTS IN PROCESS:

- Bourbon Classic (Louisville, KY – Feb. 28-March 3)
- USBG Midwest Conference (Cleveland, OH – April 22-25)
- Sauce Magazine Gala (St. Louis, MO – June 4)
- POP Fest KC (Kansas City, MO – Sept. 6-9)
- What's happening in our markets?