



J. RIEGER & CO

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J. RIEGER & CO. INTRODUCES NEW HOSPITALITY TEAM AND DESTINATION EXPERIENCE

- Hospitality team has an impressive track record in corporate management and service excellence -
- Innovative guest experience will include a 40-foot slide between floors, a custom whiskey bottling station, a 3000-square foot KC history exhibit, and two full-service cocktail bars -

FOR IMMEDIATE RELEASE March 7, 2019 (Kansas City, MO) – J. Rieger & Co. has announced several key additions to their hospitality management team, as well as details about their new spirits destination experience. The distillery space will expand to 60,000 square-feet in Kansas City's historic Electric Park neighborhood, allowing the team to complement their increased production capacity with one of the country's most innovative cocktail and craft spirits experiences. The public opening is scheduled for mid-June 2019 and will include multiple bars, tours, a gift shop, classes and private event spaces.

"As we prepare to open our doors this summer, we are entering a new chapter of the J. Rieger & Co. legacy in Kansas City," says Ryan Maybee, Co-Founder and VP of Sales & Hospitality. "When we first launched in 2014, our focus was on resurrecting the brand, which meant creating the highest quality whiskey, gin and other spirits inspired by our vibrant history. We are extraordinarily proud of the national growth and recognition that we have accomplished and will apply that same high standard to shaping the future of our new home here in Electric Park. With this expansion we can add a visitors' experience to our story while investing in our city and community. We are counting on the incredible talent of our hospitality team to host thousands of guests in their discovery of our spirits and cocktail culture."

Meet the New Hospitality, Events and Beverage Team

The J. Rieger & Co. hospitality team has an impressive track record in corporate management and service excellence, distinguished by many industry awards. Under the direction of Maybee and President/Co-Founder Andy Rieger, they will manage all aspects of the J. Rieger & Co. distillery experience from creative cocktail development to operations, events management and group tours. The newest additions to the team are:



- **Joe Hines, General Manager – Retail Operations**, a star performer who served most recently as the head of beverage and hospitality operations for Union Station in Denver;
- **Andrew Olsen, Beverage Director**, the only bartender selected for Zagat's *30 Under 30* list in 2017, and the former bar manager at James Beard award nominees, Bluestem and Rye, in Kansas City;
- **Andi Ryan, Hospitality Director**, a 16-year industry professional and Kansas City native who honed her craft at The Rieger before moving to Chicago to work in service at Michelin-star recipient, Boka, and in management for The Robey Hotel;
- **Amber Benton, Event Sales Manager**, a local talent who has staged some of Kansas City's most high-profile conferences, galas, corporate meetings, and personal celebrations.

Creativity, Fun and History Inspire the Ultimate Destination for Spirits Lovers

A host of original, custom details and rich hospitality options designed for spirits lovers are plentiful in the up-and-coming J. Rieger & Co. facility. *The Mercantile* gift shop will offer bottles, merchandise, and local



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collaboration products like Rieger-filled chocolates from André's. Guests can handfill and label a personalized bottle of Kansas City Whiskey at a bottle station or take in a 3,000-square foot Kansas City historical exhibit curated by Dimensional Innovations. Another Kansas City first – designed with pure fun in mind – is a custom-engineered 40-foot slide that will ferry guests from *The Monogram Lounge* to the first floor. The historic location (once home to Heim Brewery) will even have its own custom beer: Heim Beer, a Helles-style beer produced in collaboration with KC Bier Co.

Cocktails and beverage service will flow from two full-service bar and lounge spaces: *The Monogram Lounge*, with seating for 200 and a birdseye view of the working distillery, open daily; and *The Hey! Hey! Club*, a cozy underground cocktail bar with room for 48 guests. Named after Kansas City's rich cocktail history, the bar spaces have entirely state-of-the-art programs complete with draft cocktails on rotation and a dedicated ice-cutting room able to churn out 200 pounds of crystal clear ice daily. In keeping with J. Rieger & Co.'s long record of collaboration with other local brands, and to encourage patrons to work, stay and play in the new space, they will continue their working relationship with Thou Mayest Coffee Roasters by offering coffee service starting at 9:00 AM daily.

Multiple events spaces are available, each carefully designed to create memorable experiences and highlight the excitement of being in a working distillery. These include flexible space options from corporate meetings to private celebrations, ranging from small groups to parties of 200 in the *Tasting Room*, *The Monogram Lounge*, *Jacob's Barrel Dining Room*, and *Alexander's Board Room*.

[Click here](#) for complete bios and headshots of the J. Rieger & Co. hospitality team, as well as a Media Fact Sheet with plenty of details about the J. Rieger & Co. experience.

The new brand experience, distillery and visitor's center at J. Rieger & Co. is scheduled to open in mid-June 2019 and will showcase the distillery's quality production process while offering guests the opportunity to learn about its history and ties to Kansas City and the surrounding Electric Park neighborhood. The architect/designer is GastingerWalker& and construction is overseen by A.L. Huber. Construction is currently underway at the distillery; [click here](#) to view images and background materials.

For more information, including interview requests and samples, please contact Amanda Davis, amanda@gregoryvine.com, or Helen Gregory, helen@gregoryvine.com.

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, creator of Manifesto, and Andy Rieger, the great-great-great-grandson of Jacob Rieger. The current distillery is located in the historic Electric Park district within the East Bottoms of Kansas City. The core product line includes Kansas City Whiskey, Midwestern Dry Gin, Caffè Amaro, and Premium Wheat Vodka. For more information, visit www.JRiegerCo.com.

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