



LIMESTONE BRANCH
DISTILLERY

Limestone Branch Distillery Launches Minor Case Straight Rye Whiskey

(Lebanon, Ky.) February 27, 2017 – Limestone Branch Distillery introduces Minor Case Straight Rye Whiskey, featuring straight rye whiskey with a sherry cask finish and bottled at 90 proof.

“My grandfather, Minor Case Beam, made rye whiskey in his day, before prohibition, which was his specialty. This rye whiskey is inspired by him and a tribute to his distilling legacy,” says Steve Beam, president and distiller of Limestone Branch Distillery. “His mission was to craft only the finest whiskey – we are honoring him, his passion for distilling and what could’ve been if prohibition didn’t occur with this straight rye.”

Available in 750ml bottles and aged two years, Minor Case Straight Rye Whiskey offers a warm rye spice complemented by the dried fruit notes from being finished in a sherry cask barrel. The combination offers depth to the overall experience of this whiskey.

“This is a direct link to our family lineage on our father’s side, the Beams. We are excited to share our family heritage and proud to honor our great-grandfather with the release of this product,” says Steve Beam.

The whiskey is packaged in a unique flask-style bottle with a letterpress label and a cork topper. All of the details of the packaging are also a nod to the family history and tradition. The bottle features the crest Minor Case Beam used in his labels back when he had his own distillery. “We wanted to incorporate his original logo as a special touch. If you look closely, you can see the letters M, C and B in the crest,” says Steve Beam.

The whiskey will be offered nationwide beginning at the end of February for the suggested retail price of \$49.99.

Steve Beam and his brother Paul Beam opened Limestone Branch Distillery in 2011, with the goal of crafting the finest whiskey in small batches. With a history of distilling on both sides of their family – Beam and Dant – the brothers are seventh-generation distillers. In 2015, they brought the Yellowstone brand back to the family and launched a limited edition bourbon to commemorate the brand’s 105th anniversary.

For more information on Limestone Branch Distillery and Yellowstone, please visit www.limestonebranch.com, www.yellowstonebourbon.com or www.facebook.com/limestone-branch-distillery.

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