



## Tasting Notes

(rī)<sup>1</sup>™ Whiskey is the definition of ultra-premium rye whiskey and the measure by which all others should be judged. Both striking and smooth, (rī)<sup>1</sup> beckons the senses to take note of its slightly spicy, yet lighter rye flavor and its long, luxurious finish.

<b><i>Admire the Color:</i></b>	Deep, rich honey color tinged with gold
<b><i>Nose the Aroma:</i></b>	(Straight) – A peppery nose that pleases and surprises; a gentle wake-up call for your senses  (Diluted) – Dried fruit and cinnamon push the pepper to the background; a distinct, exciting preview that suggests a distinct, exciting whiskey
<b><i>Enjoy the Feel:</i></b>	Light and dry
<b><i>Savor the Taste:</i></b>	(Straight) – Warm; fire on the edges of your tongue; honey flecked with pepper on the way down  (Diluted) – Sweet and a bit fruity; mellow sophistication
<b><i>Appreciate the Finish:</i></b>	Glowing and reassuring; medium-long, it lingers before quietly slipping away
<b><i>Price:</i></b>	\$46-48 – 750ml bottle (varies by market)

"Straight rye whiskey is a bona fide comer because the increasingly sophisticated American palate is searching for new and exciting high-end spirits."

~ F. Paul Pacult, Editor  
*F. Paul Pacult's Spirit Journal*

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**DRINK RESPONSIBLY.**

(rī)<sup>1</sup>™ Straight Rye Whiskey, 46% Alc./Vol.  
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### **Media Contact:**

Beam Global Spirits & Wine  
Kate Laufer  
Senior Public Relations Manager, North America  
Phone: 847-948-8888  
[kate.laufer@beamglobal.com](mailto:kate.laufer@beamglobal.com)

JSH&A Public Relations  
Julie Anne Mossler  
Senior Account Executive  
Phone: 630-932-7913  
[julie@jsha.com](mailto:julie@jsha.com)