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BISSELL MAPLE FARM INTRODUCES LIMITED EDITION BOURBON BARREL-AGED PURE MAPLE SYRUP FOR PAPPY & COMPANY

**AGED IN RARE PAPPY VAN WINKLE BOURBON BARRELS USING BISSELL'S TOP-QUALITY
SUGARMAKER'S RESERVE™ YIELDS MOST PRIZED SYRUP IN THE INDUSTRY**

ROCK CREEK, OHIO – For over 100 years and through six generations, in the heart of Ashtabula County, Ohio, Bissell Maple Farm has been making its pure maple syrup, drop by drop and building a steady and loyal customer base, taste by taste. All the while honoring the distinctly American heritage of their craft, in recent years and under the leadership of sixth generation maple farmer, Nathan Bissell, Bissell Maple Farm has innovated its collection and evaporation processes with state-of-the-art technology, sought kosher certification from the Ohio Department of Agriculture, and added something else to its unique recipe: vision.

Recognizing the enthusiasm among a whole new generation of whiskey drinkers who were looking beyond beer and wine to traditional spirits like scotch and bourbon, Nathan Bissell began experimenting in 2013 with aging his maple syrup in bourbon barrels. After more than a year of tinkering, in 2014, he launched the Bourbon Barrel-Aged Maple Syrup under the farm's Sugar Chalet line to wonderful response, positive reviews, and syrup selling off the shelves by the case.

And now, in June 2015, Bissell's perseverance and vision will come to market in the most-prized maple syrup in the food industry – and perhaps the world: Pappy & Company Bourbon Barrel-Aged Pure Maple Syrup. Forging a unique partnership with the triplet great-grand-daughters of bourbon industry legend Pappy Van Winkle, Nathan Bissell has created a rich, delicious maple syrup with a smoky, smooth finish that transcends pancakes and waffles to be drizzled over ice cream, basted on pork tenderloin, glazed on strawberries, and more. Breakfast will never be the same.

WHAT MAKES THIS MAPLE SYRUP SO SPECIAL

Bissell Maple Farm starts with sap produced at the peak of the maple harvesting season, during a very specific window when the Red Maple and Sugar Maple trees are producing pristine sap in equal amounts. Known as

Sugarmaker's Reserve™, the maple syrup produced from this blend of sap has a unique reddish hue, uncommon in the maple syrup industry, and an exquisite flavor. There is a very limited amount of Sugarmaker's Reserve™ amount produced every maple season. What Bissell Maple Farm produced this year, they've aged for 100 days in barrels that have, for the better part of the past 20 years, been filled with Pappy Van Winkle bourbon whiskey at their distillery in Frankfort, Kentucky. The resulting syrup is the smooth and delicious limited edition Pappy & Company Bourbon Barrel-Aged Pure Maple Syrup.

TWO AMERICAN CULINARY CRAFT TRADITIONS, TWO FAMILIES

Both syrup making and bourbon making have long and rich craft traditions at the American table. 100 years ago, making your own maple syrup was as common as baking your own bread, making your own jam, or canning your own vegetables. Making bourbon, on the other hand, was a skillful evolution that grew out of a backwoods still culture into a refined gentleman's spirit. The Van Winkles and the Bissells have been a part of that American story for over a century from humble beginnings in sugar shacks and bubbling stills to the state-of-the-art processes, proprietary recipes, and widely celebrated critical acclaim of today.

THE VAN WINKLE LEGACY

The Old Rip Van Winkle Distillery has a four generation history. The Van Winkle family's involvement in the bourbon industry began in the late 1800s with Julian P. "Pappy" Van Winkle, Sr. Pappy and a friend, Alex Farnsley, eventually bought the wholesale house and also purchased the A. Ph. Stitzel Distillery, which made bourbon for Weller. They merged the two companies and became the Stitzel-Weller Distillery. Their prominent brands were W.L. Weller, Old Fitzgerald, Rebel Yell, and Cabin Still.

In May of 1935 at the age of 61, Pappy opened the newly completed Stitzel-Weller Distillery in South Louisville. He had a heavy influence on the operations there until his death at the age of 91. His son, Julian, Jr. took over operations until he was forced by stockholders to sell the distillery in 1972. The rights to all of their brands were either sold with the distillery or to other distilleries. After selling the distillery, Julian, Jr. resurrected a pre-prohibition label, the only one to which the Van Winkles kept the rights, called Old Rip Van Winkle. He used whiskey stocks from the old distillery to supply his brand.

Julian Jr.'s son, Julian, III took over in 1981 when Julian, Jr. passed away. Julian, III has continued with the Van Winkle tradition of producing the highest quality wheated bourbon available. His son, Preston, joined company in 2001, continuing in the family tradition. In 2011, Julian P. Van Winkle III was named the Outstanding Wine and Spirits Professional of the Year by the James Beard Foundation. Today, three great-grand-daughters of Pappy Van Winkle – Carrie, Louise, and Chenault – are involved in their family's bourbon legacy through their own company – Pappy & Company – and have been the driving force between their business's partnership with Bissell Maple Farm.

Says Carrie Van Winkle Greener: "When we met Nate, we liked him instantly. He had that passion and vision that we have, that only someone who's been a part of their family business for generations can have. It's in our hearts, it is our blood. Our collaborations are never forced; we only work with other companies who share our same vision and commitment to quality over quantity. So working with Nate and Bissell Maple Farm came naturally." Adds Louise Van Winkle Breen, "There are other barrel aged syrups out there, but to know the story

behind this syrup, it being the best quality possible combined with the most iconic bourbon brand of our time, we know we have something rare and very special to offer.”

Aside from the rich family history, Van Winkle bourbons are special for another important reason: their recipe. All of the Van Winkle bourbons are made with corn, wheat, and, barley instead of corn, rye and, barley. This "wheated" recipe gives the bourbon a softer, smoother taste, allowing the whiskey to age more gracefully.

THE BISSELL MAPLE HERITAGE

When Peter Mills Bissell came to Ohio from Connecticut in the early 1800s, he settled in Austinburg and began his maple farm. Over 100 years later, his descendants carry on his tradition. Now located in Rock Creek, Ohio in the heart of Ashtabula County, Bissell Maple Farm taps thousands of maple trees, collects sap drop by drop, and uses a wood-fired evaporator to make their pure maple syrup each spring...just like they've been doing for over a century.

Using state-of-the-art technology and equipment, Bissell Maple Farm produces the Sugar Chalet brand of maple syrup and specialty maple products of the highest quality, meeting USDA standards and the certification guidelines of the Ohio Department of Agriculture and Ohio-K.

Says Nate Bissell, “You might think you know these flavors – the bourbon, the maple. They’re really ‘of the moment’ right now with kitchens and chefs...but you really can’t know the richness and depth of our flavor experience until you’ve tasted our Sugarmaker’s Reserve syrup that’s been aged in a 23-year-old barrel from the most exclusive bourbon available. Pappy & Company Bourbon Barrel-Aged Pure Maple Syrup is outstanding!”

PRODUCT LAUNCH

Bissell Maple Farm is proud to launch the Pappy & Company Bourbon Barrel-Aged Pure Maple Syrup at the upcoming Summer Fancy Foods Show, North America's Largest Specialty Food and Beverage Event, at the Jacob Javits Center in New York City from June 28-30. The price for a 12.7 ounce, sealed bottle from this inaugural bottling will be \$42 and will be sold exclusively through Pappy & Company.

Attendees can visit Bissell Maple Farm at booth 5550 to pre-order a bottle of the exclusive Pappy & Company Bourbon Barrel-Aged Pure Maple Syrup and sample the Sugar Chalet line of syrup and maple products.

FOR MORE INFORMATION

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