



Media Contacts:

Amanda Hathaway, Wagstaff Worldwide
amanda@wagstaffworldwide.com, 212.227.7575, ext. 315

Liz Brusca, Anchor Distilling Company
lbrusca@anchorsf.com, 415.863.8350

FOR IMMEDIATE RELEASE

**ANCHOR DISTILLING INTRODUCES OLD POTRERO
HOTALING'S 16 YEAR OLD SINGLE MALT RYE WHISKEY**

** A Continuation of Anchor Distilling's Legacy as the First Craft Spirits Producer of Rye
Whiskey in the U.S. After Prohibition **

** 100% Single Malt Rye Whiskey Aged in Once-Used Charred American Oak **

** Limited Edition; Less Than 200 Bottles Available **



(SAN FRANCISCO, November 16, 2016) – Anchor Distilling first dedicated itself to recreating the original rye whiskies of old in 1994 with the creation of Old Potrero, which was first released in 1996 – thereby marking its 20th anniversary this year and making it the oldest American craft whiskey in the U.S. Today, Anchor is pleased to announce the release of Old Potrero Hotaling's 16 Year Old Single Malt Rye Whiskey, a single-barrel, pot-distilled 100 percent rye whiskey aged in once-used charred fine-grain American oak barrels. Hotaling's, which varies from other Old Potrero whiskies in the barrel-aging, commemorates the 1906 San Francisco earthquake and fire in which the A.P. Hotaling and Co.'s whiskey

warehouse miraculously survived. The new release is extremely limited, with less than 200 bottles available nationwide.

“From the very first days of our distilling experiments with 100% malted rye mash, we loved the flavor and aroma of the new spirit,” says Master Distiller Bruce Joseph, who has been part of the Anchor distilling team since it started as a secret project under Fritz Maytag in 1993. “It was complex and bursting with bold flavors. This 16 Year Old Hotaling’s presents those flavors in a mature, complex and well-integrated way.”

Old Potrero Hotaling’s 16 Year Old Single Malt Rye Whiskey

(50% ABV; \$165 SRP)

Nose: Rye spiciness, including pepper and cinnamon, with fruit and honey; substantial and complex with a subtle round oakiness

Taste: Spicy with a hint of sweetness, rounded by the malted rye.

Finish: Substantial mouth feel with a long, complex finish

In addition to this new release, Old Potrero, which leading spirits historian David Wondrich called the “#6 most influential spirit of the last 25 years,” also offers the flagship Old Potrero Single Malt Straight Rye Whiskey (48.5% ABV; \$69.99 SRP), which is matured in new charred fine-grain American oak barrels, and Old Potrero 18th Century Style Whiskey (51.2% ABV; \$69.99 SRP), which is aged in lightly toasted fine-grain American oak barrels for two and a half years.

For more information on Old Potrero, visit AnchorDistilling.com or email info@anchorsf.com.

###

About Anchor Distilling Company

Anchor Distilling Company was established in 1993 by Fritz Maytag, the same beverage visionary who sparked the craft beer movement with his purchase of Anchor Brewing in 1965. After several decades of exclusively producing beer and realizing that there were no pot-distilled whiskeys being made legally in America at the time, Maytag saw an opportunity for Anchor to expand into the distillation of spirits. After all, to Fritz, whiskey was just taking beer to the next level. He gathered a small team to begin top-secret research and experimentation in the distillery, and their first whiskey went into barrel in 1994, making it the first 100% rye pot-distilled whiskey produced after Prohibition. Anchor soon began producing three rye whiskeys—Old Potrero Single Malt Straight Rye Whiskey, Old Potrero 18th Century Style Whiskey, and Old Potrero Single Malt Hotaling’s Whiskey. Over time, the range of fine spirits expanded into other categories with the addition of the award-winning Junípero Gin, the original craft gin in the United States, Old Tom Gin, HOPHEAD Vodka, and Genevieve Gin. Providing the bridge between discerning buyers and the world’s finest spirits, Anchor Distilling Company continues its dedication to creating very small batches of traditionally distilled spirits, as well as importing over 300 premium niche spirits from nearly 23 countries. For more information about Anchor Distilling Company’s portfolio of specialty spirits, go to www.anchordistilling.com.