

OLD POTRERO HOTALING'S WHISKEY 11 YO

HOTALING & CO. | SAN FRANCISCO, CA



PRODUCT INFORMATION

- Our take on America's original whiskey
- The creation of Old Potrero marked the return of pot distilled whiskey to the United States in 1994 and was first released in 1996, celebrating the 20th Anniversary of Old Potrero in 2016
- Distilled using a small copper pot still at the Hotaling & Co. Distillery on Potrero Hill in San Francisco
- Distilled from 100% malted rye mash bill
- Hotaling's commemorates the 1906 San Francisco earthquake and fire, celebrating the survival of A.P. Hotaling & Co.'s whiskey warehouse and rebirth of the city there after. Often cleverly remarked as
"If, as they say, God spanked the town / For being over frisky,
Why did He burn the churches down / And save Hotaling's whiskey?"
- Matured in 24 month air dried once used charred fine grain Old Potrero Straight Rye barrels
- Bottled in Bond. 100 Proof. 50% ABV

AWARDS & PRESS

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BRAND INFORMATION

Anchor Distilling Company was est. in 1993 by Fritz Maytag, the same beverage visionary who sparked the craft beer movement with his purchase of Anchor Brewing in 1965. Maytag saw an opportunity to revive rye whiskey, fueled by the bold realization that there were no pot-distilled whiskeys being made legally in America at the time. Finding inspiration in the rye whiskeys of America's past and the great single malt whiskeys of Scotland, Fritz gathered a small team to begin building a distillery. The first whiskey went into barrel in 1994, and the distillery soon began producing three rye whiskeys, all pot-distilled from a mash of 100% malted rye. Over time, the range of spirits expanded into other categories, with the addition of Junípero Gin and Genevieve genever. The creation of Junípero was particularly significant, as it effectively started the movement towards high-end craft gin in the U.S.

In 2017, Anchor Brewing Co. was sold, and although Anchor Distilling Co. was not part of the sale, it relinquished the rights to use the "Anchor" trademark. In early 2018, the new name of "Hotaling & Co." was announced, a reference to one of Anchor Distilling's most beloved small batch whiskeys and to the San Francisco legend A.P. Hotaling, who came out West during the Gold Rush and became one of the most reputable spirits dealers in the country. Born in 1828, Hotaling moved from New York to San Francisco in 1852, where he found his calling as a purveyor of fine whiskeys and proceeded to build the largest liquor wholesaler in the West. In San Francisco drinks culture, Hotaling's name became immortalized when his whiskey warehouse on Jackson Street survived the 1906 San Francisco earthquake. Today, the Hotaling name remains a part of San Francisco drinking culture as the distillery celebrates 25 years of production, a proud tradition that will continue into the future.



For additional information, cocktail recipes, photos, and videos, please visit: www.hotalingandco.com

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