

OLD POTRERO STRAIGHT MALT WHISKEY FINISHED IN STOUT BARRELS



HOTALING & CO. | SAN FRANCISCO, CA

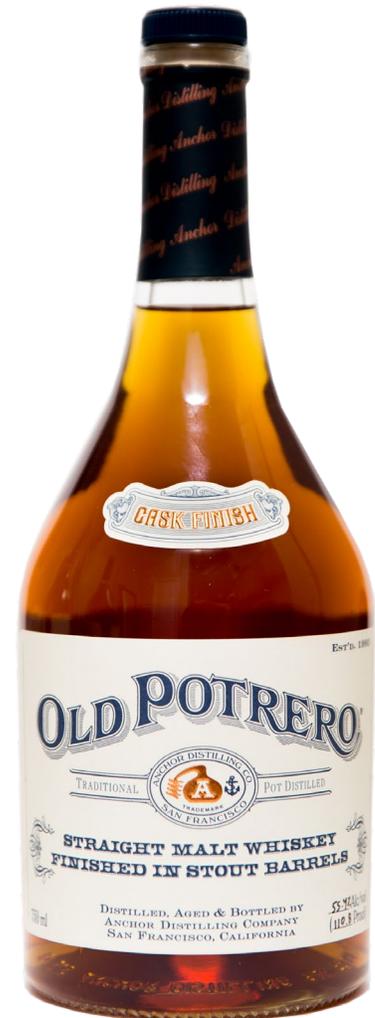
PRODUCT INFORMATION

- 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
- Matured for 3 years in 24 month air dried fine grain new American oak barrels
- Finished for 4 months in 24 month air dried fine grain new American oak barrels that had contained Old Potrero Straight Rye for 4 years 5 months, that was then filled with an apple brandy for 5-8 years, and after had been used to age Anchor Brewing's Flying Cloud Stout for 1 year.
- 55.4% ABV

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 whiskies being made legally in America at the time. Finding inspiration in the rye whiskies of America's past and the great single malt whiskies 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 whiskies, all pot-distilled from a mash of 100% malted rye. Over time, the range of spirits expanded into other categories, with the addition of Junipero Gin and Genevieve genever. The creation of Junipero 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 whiskies 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 whiskies 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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