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**Hood River Distillers Launches 20-Year-Old Directors' Reserve Whisky**

*The ultra-premium Canadian whisky hits select markets this fall 2016.*

**HOOD RIVER, Ore. (September 12, 2016)** – Hood River Distillers, Inc.®, the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, announces today the expansion of its Pendleton® Whisky portfolio with the unveiling of Directors' Reserve, a premium Canadian whisky aged for twenty years in American oak barrels and named after the iconic Pendleton Round-Up Directors.

In tribute to the time-honored artistry of Pendleton Whisky, Randy Severe, a legendary saddle maker and a former Pendleton Round-Up Director, designed the bottle's commemorative leather sleeve to celebrate the exceptional character of this rare spirit. Mr. Severe will redesign the sleeve every year.

"We're excited to introduce Pendleton Directors' Reserve Whisky as an ultra-premium product to the Pendleton Whisky family," said Tia Bledsoe, Senior Brand Manager, Hood River Distillers. "We are proud of our rich Pendleton Whisky portfolio, and know that the new addition of Pendleton Directors' Reserve serves as a premium enhancement to this already-exceptional class of Pendleton Whiskies."

Aged for 20 years, the Directors' Reserve product is best served on its own, without any adulteration. At room temperature, the warm undertones come to the forefront, and when slightly chilled, crisp, yet ripe fruits surface. A drop or two of water may be added, to bring out more complex flavors.

Available in select markets starting this month, Directors' Reserve will retail for approximately \$125.00 (750 ml). For more information about Directors' Reserve, please visit [www.hrdspirits.com](http://www.hrdspirits.com).

**About Hood River Distillers**

*Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, distiller, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® Directors' Reserve Whisky, Pendleton®1910 Rye Whisky, Pendleton® Midnight Whisky, Trail's End® Kentucky Straight Bourbon Whiskey finished with Oregon Oak, Sinfire® Cinnamon Whisky, Yazí® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, the complete line of Monarch® distilled spirits and the Clear Creek Distillery portfolio are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).*

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