



P E N D L E T O N
M I D N I G H T
BLENDED CANADIAN WHISKY

FOR IMMEDIATE RELEASE

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Pendleton® Midnight Celebrates One Year in Market

Award-winning Canadian whisky reaches new milestone

HOOD RIVER, Ore. (September 26, 2016) – Hood River Distillers, Inc., the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, celebrates the one-year anniversary of Pendleton Midnight, a premium select 90-proof Canadian whisky.

The Pendleton® Midnight product launched in select markets last September 2015. In less than one year, it has become a staple of the Pendleton Whisky portfolio, and recently received one of the industry's top recognitions as an "extraordinary" spirit. With a score of 96, the Ultimate Spirits Challenge hosted by the Ultimate Beverage Challenge, named the premium, 90-proof whisky a 2016 Ultimate Spirits Challenge Finalist, a 2016 Ultimate Spirits Challenge Great Value, and a recommendation for use in premium cocktails.

"We are proud to have this product as part of the Pendleton family of premium whiskies." said Tia Bledsoe, Senior Brand Manager, Hood River Distillers. "We are thrilled with the success of Pendleton Midnight in its first year and look forward to continued growth."

Crafted with many of Pendleton Whisky's tried and true ingredients, including pure, glacier-fed spring water from Oregon's Mt. Hood, Pendleton Midnight has proven to thrill the senses with its taste profile and exceptionally smooth finish. Added complexity and fruit forward characteristics specific to Pendleton Midnight are achieved through aging a portion of the blend in American brandy barrels while notes of leather and warm spices provide a full-bodied, authentic flavor.

For more information about Pendleton Midnight, please visit www.pendletonwhisky.com or [facebook.com/pendletonwhisky](https://www.facebook.com/pendletonwhisky).

About Pendleton Midnight Whisky

From the makers of Pendleton® Whisky, Pendleton® Midnight is a new premium select 90 proof whisky available nationwide since 2015. The oak barrel-aged whisky uses many of the same tried and true ingredients that give Pendleton Whisky its smooth taste and rich flavor, including glacier-fed spring water from Oregon's Mt. Hood. Pendleton Midnight also includes notes of leather and warm spices to provide a full-bodied, authentic flavor with a lingering finish that fills the senses. For more information, visit www.pendletonwhisky.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, Yazl® 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.

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