



**FOR IMMEDIATE RELEASE**

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**Hood River Distillers, Inc. Earns “Hot Prospect” Award in the Whisky Category**  
*Pendleton® Whisky Tops IMPACT’s List*

**HOOD RIVER, ORE. (Oct. 17, 2012)** – [Hood River Distillers, Inc.](http://www.hoodriverdistillers.com), the largest and oldest importer, producer, bottler, and marketer of distilled spirits in the Northwest, recently received honors from IMPACT for its oak barrel-aged Pendleton® Whisky. The whisky, best known for its rich, smooth flavor profile, won a “Hot Prospect” award in the whisky category. IMPACT is a top publication for wine, beer and spirits executives distributed in more than 50 countries, and for the first time ever, whiskies comprised the highest number of brands of any category in its “Hot Prospect” rankings.

Brands qualifying as Hot Prospects must have posted at least 15% depletion growth in 2011 while also showing consistent growth in 2009 and 2010. Brand volumes must also be at least 50,000 cases but not more than 200,000 cases. New products can also qualify as Hot Prospects if they pass the 50,000-case mark in their first year.

“We’re pleased to make Impact’s Hot Prospects list and be recognized as one of the most promising spirit growth brands in the U.S., said Ronald Dodge, Hood River Distillers president and CEO. “It’s an honor to see Pendleton Whisky continue to win prestigious acclaim from industry insiders.”

For more information about Pendleton Whisky, visit the brand online at <http://www.pendletonwhisky.com> or on Facebook at <https://www.facebook.com/pendletonwhisky>, or follow on Twitter at <http://twitter.com/pendletonwhisky>.

**About Pendleton Whisky**

*Pendleton® Whisky is imported, bottled and marketed by Hood River Distillers of Hood River, Ore., and is available nationwide. The oak barrel-aged whisky uses glacier-fed spring water from Oregon’s Mt. Hood and is known for its uncommonly smooth taste and rich, complex flavor. Pendleton Whisky is the official spirit of the Professional Rodeo Cowboys Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos.*

**About Hood River Distillers**

*Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest’s largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton 1910™, Broker’s® London Dry Gin, SinFire™ Cinnamon Whisky, Yazi® Ginger Vodka, Knickers® Irish Cream Whiskey, ULLR® Nordic Libation, HRD® Vodka and the complete line of Monarch® distilled spirits are just a few of the company’s brands distributed across the country. Hood River Distillers is a member of the [Century Council](http://www.centurycouncil.com) and promotes responsible drinking habits. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).*

**About IMPACT**

*Published 16 times per year, IMPACT is written for the top decision-makers, who turn to this publication as the number one source for all the information they need to manage their business. Each issue of*

*IMPACT offers timely, accurate market intelligence and data on global drinks trends. With readers in more than 50 countries, IMPACT boasts a total full-paid subscription base of nearly 15,000 readers. It is published by M. Shanken Communications, Inc., publishers of Shanken News Daily, Impact Newsletter/Impact Databank, Wine Spectator, Whisky Advocate, Cigar Aficionado, FoodArts and Market Watch.*

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