

P E N D L E T O N

BLENDED
CANADIAN WHISKY



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Caitlin Vargas

919.277.1190

cvargas@fwv-us.com

Pendleton® Whisky Named Fast Track Growth Brand Second Year in a Row *Whisky Recognized for Exceptional Sales and Double-Digit Growth in 2011*

HOOD RIVER, Ore. (March 19, 2012) – [Hood River Distillers, Inc.](#), the largest and oldest importer, producer, and bottler of distilled spirits in the Northwest, recently received the 2011 Fast Track Growth Brand award for sales and growth of its oak barrel-aged whisky, [Pendleton® Whisky](#).

A Fast Track brand must be at least 5 years old, exceed sales of 100,000 nine-liter cases, and show double-digit growth in each of the previous 4 years. Pendleton Whisky not only met, but also surpassed, all of the qualifications, indicating the brand is staged for increased performance in 2012.

"We are excited that Pendleton Whisky has been recognized for the second year in a row as a fast-growing brand within the industry," said Ronald Dodge, Hood River Distillers president and CEO. "Due to the commitment and hard work of valuable team members and brand partners, we continue to be pleased with the success of the Pendleton Whisky brand."

Lead by the Beverage Information Group, publishers of *Beverage Dynamics* and *StateWays Magazine*, the Growth Brand Award winners are recognized in four categories: Fast Track Brands, Rising Stars, Established Growth Brands, and Comeback Growth Brands. The categories are designed to classify the wine and spirits brands highlighting those brands demonstrating notable growth to help retailers, restaurateurs and the industry at large recognize existing and emerging trends.

For more information about Pendleton Whisky, visit the brand online at www.pendletonwhisky.com or on Facebook at www.Facebook.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](#) and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

###

