

P E N D L E T O N

BLESSED  
CANADIAN WHISKY



## FOR IMMEDIATE RELEASE

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## PENDLETON WHISKY UNVEILS NEW, CUSTOMIZED BOTTLE

### *Embossed Let'er Buck Logo Now Featured on Each Bottle*

HOOD RIVER, Ore. (Dec. 15, 2009) – [Pendleton Whisky](#), a premium blended Canadian whisky imported and bottled by [Hood River Distillers](#), Inc., the largest and oldest liquor producer in the Northwest, has unveiled a new bottle for 2010. Hitting liquor store shelves this month, the new Pendleton Whisky bottle features an embossed image – the brand's iconic bucking horse and cowboy logo – on the bottom of each bottle. The new bottle is available in 750ml and will soon be available in 1.75L and 375ml sizes.



“We recently switched bottle suppliers for our Pendleton Whisky brand, which allowed us to add the customized image on the bottom of the bottle,” said Ronald Dodge, Hood River Distillers president and CEO. “Pendleton was created to capture the rich tradition of the western rodeo, and this new feature further distinguishes Pendleton Whisky as *the* whisky of the American cowboy.”

Pendleton Whisky was specifically created to celebrate the bold spirit of independence and hard-work ethic of the American cowboy and cowgirl. It's borne of the rich tradition of the 100-year-old [Pendleton Round-Up](#), one of the most prestigious rodeos in the world. Each Pendleton Whisky bottle prominently features the rodeo's famous bucking horse symbol and *Let'er Buck* slogan. Additionally, a percentage of annual sales from Pendleton Whisky support the Pendleton Round-Up.

Pendleton Whisky is one of the fastest growing whisky brands in the U.S, experiencing double digit growth each of the past five years.

### **About Pendleton Whisky**

Created to celebrate the bold spirit of independence and hard work ethic of the American cowboy and cowgirl, Pendleton Whisky has grown quickly in popularity. Pendleton is an oak barrel-aged whisky distilled in Canada using the finest ingredients, including glacier-fed spring water from Mt. Hood in Oregon. The whisky's uncommonly smooth taste and rich, complex flavor consistently earn it accolades, with the most recent including a gold medal at the 2009 San Francisco World Spirits Competition and a silver medal at the 2009 International Review of Spirits. It was recently named a 2008 Impact Hot Prospect Brand by *Impact Global Newsletter*. Pendleton Whisky is available in four sizes: 50ml (Colt), 375ml (Pony), 750ml (Bronco) and 1.75L (Stallion).

**About Hood River Distillers**

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distiller is the Northwest's largest and oldest importer, producer, marketer and bottler of distilled spirits. Pendleton Whisky, Broker's London Dry Gin, Cockspur Rums, Yazı Ginger Vodka, Knickers Irish Cream Whiskey, ULLR Nordic Libation, HRD Vodka and Monarch are just a few of the company's brands of spirits distributed across more than 40 states. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).

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