



## FACT SHEET (PAGE 1)

### Distillation Methods:

- 100% of the distillation is done at the historic Joseph E. Seagram's facility in Lawrenceburg, IN
- Water is drawn from deep, rechargeable ancient glacial aquifers dating back 1.2 million years which formed the Ohio River basin as it looks today

### Aging:

- Old Hickory Black Label is 89% whiskey aged 4 years or more and 11% minimum aged 2 years
- Old Hickory White Label is aged a minimum 4 years and has stocks up to 7 years old

### Mash Bill:

- Old Hickory Black and White Label Whiskeys utilize very high content small grain mash bills with over 90% of the whiskey coming from Corn & Rye content

### Bottling Line:

- Semi-Automated, hand corked, sealed and packed

### Label Application:

- Semi-Automated, hand loaded

### Capacity / current production:

- Old Hickory Whiskey Company has over 300,000 bottles of capacity currently ready for release or aging for release, new distillate will be laid down for future stocks as needed

### Natural, green, environmentally friendly:

- Visit [MGPIngredients.com](http://MGPIngredients.com) for a comprehensive list of innovations, social responsibility, environmental, health and safety facts.

### Organic, natural, non-GMO, or local material:

- All the corn is sourced from farms within 250-mile radius of the distillery

### Feedstock recycling for reuse by farmers, or others for feed:

- All "Distiller Dried Grains" are sold as a high protein food supplements for livestock and poultry

### Waste heat recycling for preheating, heating building, gardens, ponds, etc.;

### Heads and Tails Recycling (as in burning in patio heaters, donating for cleaning etc.):

- All Heads and Tails are converted into industrial and or food grade alcohol resulting in a 98% utilization of raw materials
- CO2 is captured and sold to Air Liquide, a broker of gas
- Steam is captured and repurposed for heating and cleaning of the distillery
- Wastewater is treated on site and returned to the system with a positive environmental impact



### **Employment - How many? Local? Minority, women, veterans, etc.?**

- Old Hickory Whiskey is a part of the R.S. Lipman Company portfolio of brands
- Lipman companies employ over 250 people in Tennessee
- Lipman has a very diverse work force of all race and gender, including many U.S. Veterans with a significant presence in executive positions
- National partnership with AMVETS to focus on the Veteran workforce and the needs of Veterans
- [www.RSLipman.com](http://www.RSLipman.com)
- [www.LipmanBrothers.com](http://www.LipmanBrothers.com)

### **FACT SHEET (PAGE 2)**

#### **The Old Hickory Story:**

- Andrew Jackson, the 7<sup>th</sup> U.S. President, lived in Nashville in an estate home he called "The Hermitage."
- During his residency there, Jackson distilled whiskey on the estate.
- Old Hickory Whiskey has a storied history as a pre- and post-prohibition national brand in the U.S.
- In 2013, R.S. Lipman Company acquired the trademark and began planning for "Old Hickory Great American Whiskey" Black Label Whiskey for initial launch in the Tennessee market.
- In summer of 2013, Robert S. Lipman (CEO) and the development team at R.S. Lipman Company traveled to the distillery and personally selected the barrels and mash bills for the Old Hickory Whiskey project in conjunction with longtime Seagram's master blender, Pam Soule, and the Lawrenceburg distillery team.
- Old Hickory White Label Whiskey is launching Spring 2015. This whiskey will be bottled at 86 proof, the traditional "Perfect Proof" preferred historically by American distillers. The custom blend, selected by Robert S. Lipman and the Lawrenceburg team is made from Lipman-owned stocks of aged bourbon.

#### **The Lipman Story:**

- The Lipman family has been in the whiskey business in Kentucky and Tennessee dating back to the repeal of prohibition. They have been whiskey merchants and distributors for over 75 years.
- Robert S. Lipman is the company's 3<sup>rd</sup> generation owner and a 40+ year veteran of the wine and spirits industry.
- Old Hickory Whiskey Company is a "Non-Distiller Producer," which owns 100% of its stock, and uses proprietary blends of its stocks for each of its expressions.

#### **Why we do it:**

- The renaissance of American Whiskey has spawned a new interest and thirst for authentically produced, quality products, with unique stories and ties to the history of our country. Old Hickory embodies the best of these elements. R.S. Lipman Company is proud to offer these unique expressions to whiskey consumers, new and old.

#### **Ownership / Principal Investors:**

- Robert S. Lipman – 100%



#### **Human Interest:**

- Andrew Jackson's toughness and determination reminded his troops of a firmly rooted Hickory tree, and earned him the nickname "Old Hickory."
- The Hermitage will celebrate the 250<sup>th</sup> anniversary of Andrew Jackson's birth in 2017.
- January 2015 marked the 200<sup>th</sup> Anniversary of the Battle of New Orleans, where Andrew Jackson led American forces in the decisive battle that ended the war of 1812, preserving American Independence.
- Robert S. Lipman and R.S. Lipman Company supported the underwriting of the recent rebranding and marketing campaign of The Hermitage in Nashville, TN. The campaign mirrors the Old Hickory Whiskey brand imagery.
- [www.TheHermitage.com](http://www.TheHermitage.com)

#### **FACT SHEET (PAGE 3)**

#### **Charitable Causes/Donations:**

- Nashville born resident Robert S. Lipman and the R.S. Lipman Company have a long history of financial support of The Hermitage, Andrew Jackson's Presidential Home, and the efforts of the Andrew Jackson Foundation, which manages the legacy of Andrew Jackson.
- Old Hickory Whiskey and the R.S. Lipman Company will continue to help underwrite and sponsor the efforts of the Foundation in protecting and helping educate the nation about the Hermitage and the life and accomplishments of our nation's 7<sup>th</sup> president Andrew Jackson.
- At the Lipman companies, we believe we have a responsibility to make our community stronger, healthier and more vibrant. Our philanthropic and community relations mission is to ensure that Lipman maintains a leadership position as a valued, responsible corporate citizen by enhancing the quality of life in our communities consistent with our business goals and objectives. We believe in generously giving back to the communities that support us. By supporting dozens of not-for profit agencies and various local events, we hope to help strengthen organizations and support activities that make our region special and enhance the quality of life for all who live here.

#### **Community outreach:**

- Old Hickory Whiskey is an integral part of the Nashville charitable and consumer event scene, available at events and parties as well through direct support of the events' primary causes.

#### **On-line and social media presence:**

- [OldHickoryWhiskey.com](http://OldHickoryWhiskey.com)
- [RSLipman.com/old-hickory-great-american-whiskey](http://RSLipman.com/old-hickory-great-american-whiskey)
- Facebook – Old Hickory Whiskey
- Twitter – @OldHickoryWhisk

#### **Promotional outlets / Consumer education:**

- Targeted on- and off-premise promotions
- Radio advertising (Middle TN)
- Event sponsorship
- Outdoor advertising