



HAAS BROTHERS
San Francisco 1851



CYRUS NOBLE

Born in Kentucky Raised in San Francisco

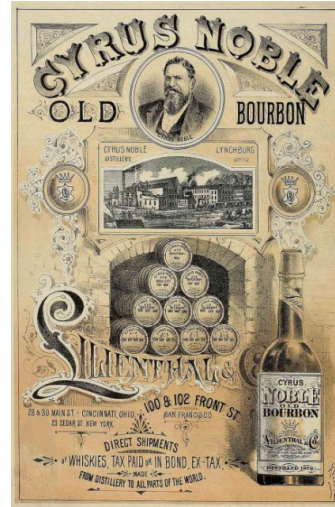
Year Founded: 1871

Region: San Francisco

Producer: Haas Brothers

Fun Fact: Distilled in Kentucky by Master Distiller Steve Nally of Makers Mark from the original and proprietary Cyrus Noble mash bill first developed in the 1870s.

Cyrus Noble Bourbon first appeared in 1871 where it became a favorite amongst San Franciscans and those with gold rush fever, who were thirsty for Kentucky-made whiskey. Little has changed since then amongst Bay Area natives. They're still thirsty for more Kentucky brown water and no matter how much we buy, it's never enough. The Haas Brothers, who have owned the label since 1922, are now bringing it back by sourcing some fine casks from Kentucky



and bottling it under their old trademark. Cyrus Noble whiskey played a significant role in the shaping of American Manifest Destiny in light of the gold and silver rushes in the West. In 1901, a prospector by the name of John Coleman entered into a mining camp in Searchlight, Nevada with the intention of trading a small land claim for something more immediately useful. He traded his claim for a bottle of Cyrus Noble Whiskey. This claim was developed into a gold mine yielding over \$250,000 worth of ore. It was named the Cyrus Noble Mine, in tribute to the trade. In 1906, quickly recovering from San Francisco's devastating earthquake, Haas Brothers commissioned the construction of one of the city's most prominent buildings, at the corner of Davis and California streets, and showed the world that San Francisco is triumphantly back in business. 160 years after its Gold Rush launch, Cyrus Noble is still craft distilled in Kentucky.

Cyrus Noble Small Batch Bourbon Whiskey

6/.750L



A 90-proof straight bourbon produced in Kentucky and aged five years in new American white oak barrel casks. Inspired by the smooth taste that defined the success of the original recipe. Cyrus Noble Bourbon - named after a gold miner turned whiskey distiller - is rich and velvety with notes of caramel, toasted hazelnut and buttery toffee. Craft distilled in small batches from a family mash bill recipe—with each bottling reflecting the spirit and character of a hand-made, intimate and unrushed production method.

Gold - Craft Competition 2013

GOLD RUSH

- 2oz Cyrus Noble Bourbon
- 3/4oz Fresh Lemon Juice
- 3/4oz Honey Syrup (two parts honey mixed with one-part hot water)

Shake with ice and strain into an ice-filled rocks glass
Garnish with a lemon wheel