

NEW RIFF DISTILLING

Rising Star Distillery of the Year

- John Barleycorn Awards 2022



'New Riff has made a big impact on the world of Kentucky whiskey since its founding nearly a decade ago. The distillery makes bourbon and rye that is bottled-in-bond, non-chill filtered, and can compete with anything else out there.' - Robb Report 2023



Year Founded: 2014

Region: Newport, Kentucky

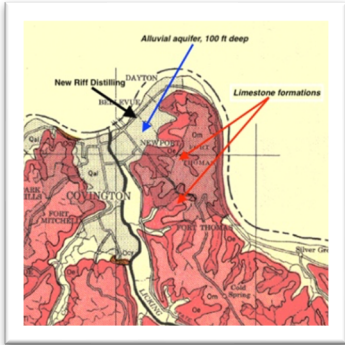
Founder: Ken Lewis

**Consulting Master Distiller:
Larry Ebersold**

Known for: 100% Kentucky family owned, by a single family; no partners, no investors, no shareholders.

Fun Fact: All New Riff whiskeys are made with the full sour mash Kentucky Regimen; all carry an age statement and are always bottled without chill filtration.

We are a new riff on an old tradition, that tradition or theme being Kentucky Bourbon. Founded in 2014 by Ken Lewis, a visionary Kentucky liquor retailer and entrepreneur, New Riff is led by a team of corporate refugees ranging from craft beer to politics and more. New Riff crafts a range of whiskeys—Bourbon, Rye, and Malted Rye and a host of specialty recipes—as well as Kentucky Wild Gin. Our mission is simple: to someday be counted among the world’s great small distilleries. Becoming one of the great small distilleries of the world is a long term play, with no exact ring to win, or title to be declared. We are independently owned by one family, and that independence, the freedom from outside pressures and interests has allowed us to make an unforeseen declaration for quality: for perhaps the first time since the inception of the Bottled in Bond Act in 1897, a Kentucky sour mash whiskey distillery has committed itself exclusively to that quality standard, the world’s highest. And we proudly lift that bar even higher by bottling without chill filtration. We stand behind this combination of classic American entrepreneurship and ingenuity; passion and knowledge born from one of the world’s great spirit regions; and a talented team individually committed to doing things the right way. We are inspired by the great Bourbon makers of the past and the wider tradition in Kentucky—but we will play our own riff, on the Sour Mash Kentucky Regimen, both with our standard of Bottled in Bond Without Chill Filtration, and through applying that production regimen to wholly new styles of Kentucky whiskey. Yet we also observe the tremendous whiskey history of Greater Cincinnati, and we inhale that rye-rich backstory as well. At the end of the day, despite playing a free hand to improvise and create Kentucky whiskey anew, we uphold above all else the time-honored Sour Mash Kentucky Regimen: we believe it’s a fantastic way to make whiskey, fully the equal of the traditions of the world’s great whiskeys.



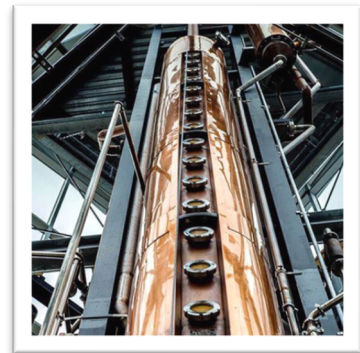
The Water

When Ken Lewis said “Let’s do it! Let’s build a great distillery,” the first thing we did was look for a source of water superior to Newport’s municipal tap. And, brothers and sisters, did we ever find it! Directly beneath New Riff Distilling, under the land that Mr. Lewis has owned since 1992, lies an aquifer. We drilled a private well 100 feet deep into this aquifer and gained a water source that is just big enough to run a distillery of this size—and with a temperature of 58°F every day of the year, it saves us a huge amount of energy. Thanks to the limestone-packed hills to the south of the distillery, this groundwater packs a wallop—with up to four times as much dissolved minerals as are found in the typical municipal water supplies used by nearly all traditional Kentucky sour mash distilleries. Yeast like minerals. We like yeast. And so, it begins...with the water.



Grains & Fermentations

Charles Fogg supplies non-GMO yellow dent corn to New Riff Distilling. But he’s no ordinary farmer. In fact, the Foggs were painstakingly trained by former Seagram’s master distillers in the quality control checks used at some of the region’s finest old distilleries. Charles checks every shipment of corn for foreign material, non-GMO status, moisture content, and the all-important organoleptic test. Basically, the corn is approved as perfect before it leaves his silo.



The Kentucky Regimen

We view the entire process of making whiskey in the classical Kentucky method, every step of the way, as part of that regimen. Sour mashing—the reincorporation of a portion of a prior fermentation (after distillation)—is only the best known step. Other important precepts of Kentucky-style whiskey include open fermentation; the permitting of co-fermentation by a microflora distinct to each distillery (with the addition of distiller’s yeast); distillation on the grain in a column beer still; and the use of a continuous doubler for a second distillation. The Kentucky Regimen is unique to our state, and we rigorously uphold it.



Barrel Aging

From the beginning, New Riff sought to use a wide variety of new charred oak cooperage, in an ongoing quest to find the best barrels for our whiskey. But we started out following the “Keep It Simple, Stupid” approach. Larry Ebersold advised us to just use a basic, standard issue Bourbon barrel, and obtain a baseline with a few years of aging. Only after that, can a distiller make wise choices about other barrel techniques. Today, we use 100% toasted oak, along with a few barrels using extra-air-drying on the staves. This matrix of barrels delivers a complex, comprehensive array of maturation influence upon all our whiskeys.

Kentucky Straight Bourbon Whiskey Bottled in Bond



Double Gold – John Barleycorn 2022

Double Gold – San Francisco World Spirits Competition 2019

The Best Bourbons You Need to Try in 2022 - Mashed

New Riff Distilling's core Bourbon expression is a genuinely high-rye, full bodied whiskey offering savory, spicy character. Featuring a mash bill of non-GMO grains at 65% corn, 30% rye, and 5% malted barley. Aged four years in 53-gallon toasted and charred new oak barrels, there are no shortcuts taken in our production.

Aromas of butterscotch rounding into fresh oak, with hints of vanilla and rye spice. Hints of vanilla, before a gathering of rye spices (clove, cinnamon, mint, dark berry). Long, rye-led finish, with brambly red-black fruits amid white pepper and clove.

Kentucky Straight Rye Whiskey Bottled in Bond



Double Gold – John Barleycorn 2022

'The 50 Best Rye Whiskeys of 2021' -UPROXX 2021

Double Gold – San Francisco World Spirits Competition 2019

New Riff Distilling's core Rye whiskey is full-bodied, offering hugely spicy character. Featuring a unique mashbill of 95% rye and 5% malted rye. Aged four years in full-size 53-gallon toasted and charred new oak barrels.

Our distillers learned the black arts of the hardest whiskey in the world to make—the famed 95% Rye—under the direct tutelage of the distiller who mastered it in Indiana, Larry Ebersold of Seagram's. Taking Master Larry's instruction in hand, we put a riff on it to the tune of adding 5% malted rye, a unique twist that aids in pulling additional flavors out of the rye and adds a touch of the elegance of malted rye. New Riff Rye is splendid with a splash of water, and of course folds magnificently into classic Rye Manhattan.

Spicy and detailed, showing mint, black pepper, and vanilla with hints of orange and oak on the nose. Cinnamon spice, vanilla and sweet toffee moving into a bold mouth feel with rich Rye spice, caramel and toasted oak. Complex flavors drink older than four-years-old. The finish has bold Rye spice with vanilla buttercream and lingering brown sugar, plus a mineral-grassy Rye tone that fades slowly.

Malted Rye Whiskey



New Riff Distilling is pleased to introduce a new, regular extension to their award winning lineup: New Riff Straight Malted Rye Whiskey Bottled in Bond Without Chill Filtration. This style of whiskey is made of 100% malted rye grain, which is quite rare, even in today's craft distilling scene. Malted rye is rye grain that has undergone the process of malting. When you malt a grain you alter and, arguably, improve and refine its flavor. That's exactly what's happened here, as the typically spicy flavor of rye becomes polished, refined, and subtle.

New Riff Malted Rye is elegant. Graceful. It presents plenty of spice but in a much more sophisticated fashion than our standard 95% rye. It actually makes more sense to us to think of it as a malted whiskey first, and a rye whiskey second. At a generous 6-years-old, our New Riff Malted Rye Bottled in Bond Without Chill Filtration is the oldest New Riff whiskey yet released, and will remain at 6 years as something of an exclamation point atop our standard portfolio.

Barrel Strength Single Barrel Bourbon



The 12 Best Single Barrel Bourbons – Vinepair 2022

Double Gold – John Barleycorn 2022

Double Gold – San Francisco World Spirits Competition 2019

New Riff Single Barrel Bourbon is made with the same mash bill as the brand's standard bourbon release: 65% corn, 30% rye, and 5% malted barley. Each single barrel bottling is aged for 4 years in 53-gallon new, charred American oak barrels. Additionally, they are bottled at barrel proof without chill-filtration so expect to see variances in both flavor and proof with each barrel.

Barrel Strength Single Barrel Rye



Top 20 Whiskies of 2019 - Whisky Advocate

Gold – John Barleycorn 2022

Double Gold – San Francisco World Spirits Competition 2019

Best Single Rye Whiskey – Robb Report

Full bodied whiskey offering vibrant, spicy character. Bottled at Barrel Proof Without Chill Filtration, and featuring a mash bill of 95% rye and 5% malted rye, this 100% rye whiskey represents a new riff on one of the most influential of modern whiskey traditions.

Kentucky Wild Gin



Gold – John Barleycorn 2022

Double Gold – San Francisco World Spirits Competition 2019

Twelve botanicals are distilled right in the pot, including a range of typical European gin ingredients (such as angelica, orris and licorice root, and three kinds of citrus). To these we add two local, farmer-foraged wild seasonings, including a wild juniper berry and the amazing American Allspice (Spicebush)—both of which are on the Slow Food Ark of Taste—plus a bit of Kentucky’s state flower, goldenrod. The base spirit includes a dash of our new make rye whiskey spirit, enriching the texture and lengthening the flavor.

Aromas of classic gin botanicals with unique American allspice (spicebush) accents. Spicy-dry botanical notes backed with Rye New Make richness. Finishes lively, gripping citrus-spice notes with balanced juniper. This non-chill-filtered gin preserves all the flavor and aroma from our copper pot still. It may cloud slightly when chilled. This is not only natural, it is delicious.

Kentucky Wild Gin Bourbon Barreled



Double Gold – John Barleycorn 2022

Double Gold – San Francisco World Spirits Competition 2019

Twelve botanicals are distilled right in the pot, including a range of typical European gin ingredients (such as angelica, orris and licorice root, and three kinds of citrus). To these we add two local, hand foraged wild seasonings, including a wild juniper berry and the amazing American Allspice (Spicebush)—both of which are on the Slow Food Ark of Taste—plus a dash of Kentucky’s state flower, goldenrod. At the last, we blend in a bit of our new make rye whiskey spirit, enriching the texture and lengthening the flavor. The gin then rests in dripping fresh New Riff Bourbon barrels for five to seven months, achieving a mellowing note of vanilla oak.

Aromas of spicebush and vanilla oak form a tantalizing duo, while wood spices tangle playfully with local juniper. On the palate, subtle oak tannin serves to amplify the dryness from angelica; orange peel is a bit more prominent. Preserves all the flavor and aroma from our copper pot still. It may cloud slightly when chilled. This is not only natural, it is delicious.