J. RIEGER & CO.

‘8 Bucket-List Drinks Spots Around the World’

- Wine Enthusiast 2023

‘Rieger & Co. makes a whiskey like no other. A symbol of ingenuity, authenticity, and quality in spirit distillation.’ -Drinkmemag

‘Outstanding Bar Program’

- 2017 James Beard Nomination for Ryan Maybee's speakeasy bar, Manifesto

Tom Nichol, longtime master distiller of Tanqueray, makes Rieger's Gin!

Year Founded: 1887

Region: Kansas City

Owners: Andy Rieger and Ryan Maybee

Fun Fact: J. Rieger & Co. was the largest mail-order whiskey house in the United States prior to the onset of federal prohibition in 1920.

Another fun fact: Around 1900, while Jacob's son and savvy business man, Alexander, took his turn running the family business, the company offered over 100 unique products ranging from whiskeys, to gins, to rums, to stomach bitters, and even one product just named “alcohol” which we imagine was not for the faint of heart.



We planted our flag in KC in 1887, only to meet an early demise in 1919 with the onset of the 18th Amendment and Federal Prohibition. 95 years later, two ambitious young KC guys refused to let Prohibition be the final fate for J. Rieger & Co. Jacob Rieger immigrated to America from Goritz, Austria/Hungary in 1877 with his wife Mary, son Alexander, and daughter Sallie. When he arrived in America, Jacob’s last name was actually Rizor, but like a lot of immigrants during that time, his last name was changed. After initially settling in Cincinnati, Jacob moved to Kansas City in the early 1880s, where he opened a grocery store. By 1887, Jacob was onto his newest business venture: making booze. Jacob founded J. Rieger & Co. at 1529 Genesee Street in Kansas City’s West Bottoms neighborhood, directly across from the Livestock Exchange Building. It wasn’t until April 2010, 90 years after the onset of Prohibition, that the idea for bringing back the historic distillery was dreamed up by Ryan Maybee, a Kansas City bartender who opened his bar Manifesto in the basement of the Rieger Hotel building the year prior. Fascinated by the history of the building, Ryan discovered its connection to the historic J. Rieger & Co. distillery and from that point, was dead set on ensuring it was resurrected. In 2012 Andy Rieger, Jacob Rieger’s great-great-great grandson (and only living direct descendent at the time), and Ryan Maybee set out to resurrect this historic brand. Together they formed a bond based on their shared vision of re-establishing not only Andy’s family legacy, but also reviving the distilling industry in Kansas City. The distillery offers daily tours, multiple bars, rentable space for private events, a 3,000 square foot historical exhibit, gift shop, and did we mention they have a slide? Because they have a slide!



Vodka

Our midwestern premium vodka is 100% wheat based and conveys a clean and smooth flavor, as well as a full body and rich texture. Vodka is a modern day J. Rieger & Co. creation as the original distillery never produced vodka. Vodka was not a product widely consumed in the United States until the 1950s, about 30 years after we shut our doors due to Prohibition. We start with the highest quality Wheat neutral grain spirit. While corn is the most common base for American made Vodka, and potato or even rye is not uncommon, wheat gives us the cleanest flavor. Head Distiller, Nathan Perry, gives the wheat NGS a final distillation in a large copper pot still. This allows us to round out the texture of the spirit while preserving its naturally soft, sweet flavor. A perfect base for classic cocktails such as the Moscow Mule or Vodka Martini, while also serving as a blank canvas for new creative cocktails.

91 Points – Wine Enthusiast
90 Points – Tastings.com



Gin

'Top 100 Spirits' - 91 Points - Wine Enthusiast 2019

Midwestern Dry Gin is inspired by the traditional London Dry Gins that famously emphasize the spicy and aromatic character of mature Juniper berries. One of our partners in the distillery introduced us to his friend Tom Nichol in 2015. When we were first connected to Tom, he was getting ready to retire from being the Master Distiller of Tanqueray. Our Midwestern Dry Gin is the culmination of Tom's life's work. Tom said that if he was going to make the best gin in America, we needed to use the best botanicals in the world. So that's what we did. Beginning with the cleanest 100% Wheat NGS available, we then source our five botanicals (juniper berries, coriander seed, angelica root, licorice root powder, and dried orange peel) from the same source that supplies the finest gin distilleries in the world. We utilize our 120-gallon 'Wee Still' solely for gin distillation. Over a 5-hour distillation head distiller, Nathan, monitors the output closely and makes constant adjustments to ensure that each batch is just as fantastic as the previous.

Double Gold - San Francisco World Spirits Competition 2023
95 Points - Wine Enthusiast
95 Points – Tastings.com



Kansas City Whiskey

Rieger & Co. Kansas City Whiskey pays tribute to our historic brand through resurrecting the use of adding Sherry to American whiskey, a common practice known as "rectification" in the late 1800s, but that was lost after Prohibition. This whiskey is a blend of straight bourbon whiskey, light corn whiskey, and straight rye whiskey, all aged at least 4 years, as well as a small amount of 15-year-old Oloroso Sherry from the Williams & Humbert Bodega in Jerez. Bottled at 92 proof. The flavor of sweet corn whiskey is followed up with a touch of sweetness from the Sherry featuring dried fruits, almonds, and bitter chocolate. The finish provides a heavy dose of robust spiciness from the rye. At 92 proof the alcohol is able to balance out the slight sweetness from the Sherry and makes the whiskey very balanced. It's beautiful when served neat or on the rocks, but also works well in classic Bourbon - or Rye - based cocktails such as the Horsefeather, Manhattan, and Old Fashioned.

Best American Whiskey - American Spirits Council of Tasters (ASCOT Awards) 2023
Gold - San Francisco World Spirits Competition 2023
92 Points - Ultimate Spirits Challenge 2023



Straight Bourbon

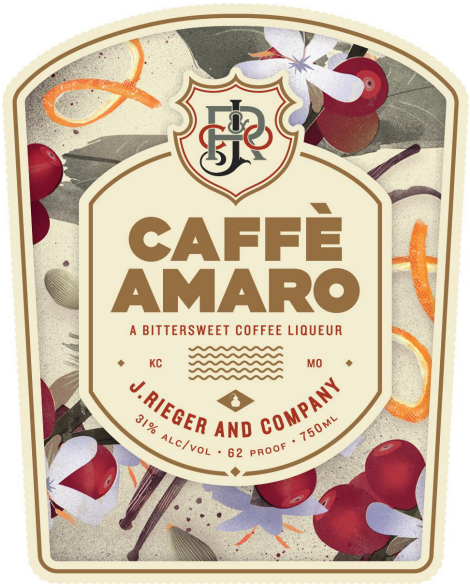
We start with the same mashbill as our bottled in bond bourbon – 56% corn, 30% rye, 14% malted barley. Then we employ an innovative sweet mash fermentation process to create the smoothest, most flavorful whiskey. Next up is a unique two-step distillation process that leverages both our pot still and our column still, imparting the ultimate mouthfeel and texture to this spirit, heightening the richness and depth of flavor. Finally, we barrel age it for at least four years of aging in our Kansas City rickhouse for even more character and layering of flavors. Brimming with layers of flavor and complexity, showcasing aromas of candied citrus and baked bread. Rich flavors of orange marmalade, cracked pepper, and lightly toasted coconut are followed by a long finish with hints of mild tobacco and a toffee-like sweetness.

Best in Category - Craft Bourbon and Double Platinum
- American Spirits Council of Tasters (ASCOT Awards) 2025



Straight Rye

Crafted with 96% rye and 4% malted barley for a bold, unmistakable character. Two-step distillation - A unique process using both pot and column stills to enhance richness and depth of flavor. Aged a minimum of four years in 53-gallon white American oak barrels in our Kansas City rickhouse, located alongside active railroad tracks. Non chill filtered preserving a velvety texture and full flavor experience. The nose is bright and floral, with notes of cherry blossom, eucalyptus, sandalwood, and subtle earthy hints of hay and dried leaves. The creamy, rich palate offers flavors of cherry cola, spearmint, and cocoa nibs, leading to a savory profile of salted sunflower seeds, baking chocolate, sea salt, and spicy ginger. The long, complex finish has no noticeable burn despite the 45% ABV.



Caffè Amaro

This bittersweet coffee-based amaro offers a mix of almond, chocolate, and coffee, finishing with cardamom and bitter orange peel complexity. Made with coffee from Kansas City roaster Thou Mayest, and briefly barrel aged. We steep a blend of botanicals in a corn spirit until the flavors are exactly right for our base. We then make a gigantic batch of coffee that we will use to blend into our base. We take the amaro spirit and coffee blend and put it into used whiskey barrels that have been specially prepared for this process which allows the amaro to meld together perfectly. The addition of cane syrup prior to bottling adds just the right amount of sweetness to balance out the bitter botanical base. The flavor brings out the clean mint flavors with a hint of pine. With a well-balanced rich sweetness that is balanced with an earthy bitterness it is ideal for sipping neat.

Botanicals: Juniper berries, cardamom, orange peel, star anise, spearmint leaves, gentian, vanilla beans.
Sweetener: Evaporated cane syrup
Coffee Bean: Sumatra
Caffeine Info: Each 750ml bottle contains approximately 467mg of caffeine, or the equivalent of less than 5 hot drip cups of coffee in the entire bottle. The point is, you'll feel the alcohol before the caffeine, but if you're hypersensitive to caffeine, this product may not be for you.

95 Points - Wine Enthusiast
92 Points - Ultimate Spirits Challenge 2023