



CASE STUDY: PRODUCT LAUNCH

Widow Jane Distillery “The Vaults”

WIDOW JANE

The brand: Launched in 2012, Red Hook, Brooklyn-based Widow Jane Distillery sought to draw attention to its flagship 10-year bourbon and range of rye whiskeys.

The project: In 2019, the brand launched the first in what is intended to be an annual limited release expression known as The Vaults. Our charge was to secure as much coverage as possible for the new expression, leaning on good will generated over the previous year in an effort to overcome some of the controversy associated with the brand.

The Vaults 2019 By the Numbers:

Total Impressions:

Over 97 MILLION





SELECT SUCCESSES



WSJ MarketWatch

This \$150 bourbon is made with the same water that goes into New York bagels

“This is the New York fingerprint,” says Lisa Wicker, Widow Jane president and head distiller. She notes that the water is rich in limestone, which is a hallmark of bourbon from Kentucky, so why not see how the New York version compares?

“We thought, ‘We have that water in New York and we all know New York water makes great bagels and pizza,’” she adds.

On top of that, Widow Jane finishes aging the whiskey in Brooklyn — in the case of The Vaults, using American oak casks that have been air-seasoned for eight years. The long period of seasoning adds a “distinguished” quality to the whiskey, Wicker says.



Forbes

Holiday Gift Guide 2019: The Best Holiday Spirits Releases



The first release from Widow Jane’s “The Vaults” series is a blend of 14-year-old bourbons from Tennessee and Indiana, hand-selected and blended by Head Distiller Lisa Wicker. There’s plenty of American whiskeys this age on the market today, but what marks this Brooklyn-based one as unique is its finish: an extended maturation in American oak casks that were pre-seasoned for nearly a decade. The unusual characteristics of the cooperage exert themselves in a liquid demonstrating all manner of worn leather, tobacco, and herbal earth. In the finish is a thoughtful combination of smoke and sweet. It’s a bourbon for scotch drinkers. And it won’t be around for long.

MAXIM

THE 10 BEST NEW BOTTLES FOR BOURBON HERITAGE MONTH

WIDOW JANE THE VAULTS 2019

The [Widow Jane](#) distillery is located in the Red Hook neighborhood of Brooklyn, where it sources and bottles aged whiskey while distilling its own young bourbon and rye. The newest release in the former category is called The Vaults. It's a blend of whiskey from Tennessee and Indiana, aged for at least 14 years and drawn from just 20 barrels. This is a deep, dark whiskey with lots of character and just a whisper of smoke on the finish. And it is, like all Widow Jane whiskey, proofed with limestone water from the Rosendale Mines in upstate New York. \$150





Robb Report

Widow Jane “The Vaults” 2019

Widow Jane “The Vaults” 2019

Photo: Courtesy of Widow Jane

In September, Brooklyn-based distiller Widow Jane rolled out the first ever expression in a collection of planned annual releases of mature bourbons sourced from various facilities in flyover states. The Vaults 2019 (\$150) is a marriage of 14-year and older Tennessee and Indiana whiskies selected by head distiller Lisa Wicker, who finished and blended the juice at the Widow Jane Rickhouse on Conover Street in Red Hook. So ya, [the hip quotient is off the charts](#). Ah, but there's plenty of substance to go with the style in a 99-proof powerhouse that smells of old baseball mitts and birch beer. Sip it and be seduced by its panoply of palate pleasers, from burnt BBQ ribs to vanilla ice cream, with some citrus zest and crème brulee crust to boot... and make it a Doc Marten's boot (it is a Brooklyn whiskey, after all).



THE MANUAL

The Essential Guide for Men

Widow Jane The Vaults 14 year

The first in the company's new "The Vaults" annual line of whiskeys that feature the oldest and rarest from the company, this is a 14-year and older Tennessee and Indiana bourbon drawn from 20 barrels hand-selected and blended. Look for tobacco, vanilla, brown sugar, and some menthol notes.



MAXIM

THE BEST AMERICAN WHISKEYS TO TRY RIGHT NOW

One of the more exquisite bottles we've tasted, Widow Jane's aptly named The Vaults is the first in a planned annual release that collects the oldest, rarest and best bourbons from their Brooklyn stocks and blends them to perfection. The Red Hook distillery cherry-picks 20 barrels worth of Tennessee and Indiana bourbons aged at least 14 years, blends them and then finishes the married whiskey for nine months in American oak barrels made from staves that are air-seasoned. According to Head Distiller Lisa Wicker, allowing the staves to age outdoors in harsh climes eliminates the wood's tannins and greenness, yielding unique flavors and notes of anise dipped in dark chocolate. [\\$270.99](#)

CASE STUDY: PRODUCT LAUNCH

FEW Spirits "All Secrets Known"





The brand: Founded in 2011, FEW Spirits produces award-winning craft whiskey and gin in a tucked away alley located in the growing Chicago suburb of Evanston, IL. Founder & Master Distiller Paul Hletko changed the future of Evanston when he opened FEW Spirits Distillery, the first (legal) alcohol-production facility of any kind to ever open there.

The project: In October 2019, [FEW Spirits](#) launched All Secrets Known, a new, limited-release bourbon created in collaboration with Grammy-nominated and multi-platinum selling Seattle Grunge pioneers Alice In Chains. Bottles feature a custom-designed label by artist Justin Helton.

ASK By the Numbers:

Total Impressions:

Over 100 MILLION



SELECT SUCCESSES



Esquire

Alice in Chains Is Releasing a New Bourbon That's Aged in Tequila Barrels

The bourbon, called All Secrets Known after Alice in Chain's 2009 song of the same name, was aged in tequila barrels for six months. This flips the script, as we're more familiar with drinking tequila that's aged in bourbon barrels. It was bottled at 101 proof—that's *strong*—and is intriguingly described as bold, sweet, and spicy, with grassy undertones of agave. The bottle itself is seriously cool. The eye within the mouth is "a play on seeing all that's been spoken," artist and self-identified Alice in Chains fanboy Justin Helton said in a press release. The black-and-blue color scheme is a tribute to the album *Black Gives Way to Blue*, on which "All Secrets Known" can be found.



MAXIM

ALICE IN CHAINS RELEASES 'ALL SECRETS KNOWN' BOURBON THAT'S FINISHED IN TEQUILA BARRELS

[Alice in Chains](#) has joined forces with Chicago's Few Spirits to release "All Secrets Known," a limited-edition craft [whiskey](#) that's been finished in tequila barrels.

The name is a nod to the opening track of the Seattle grunge legends' 2009 album *Black Gives Way to Blue*, which was their first full-length release without a contribution from late original vocalist Layne Staley.



Forbes

Move Over, Bob Dylan And Metallica: There's A New Bourbon From Grunge Rockers Alice In Chains



The newest such musical whiskey hits shelves in a few weeks, and it is a collaboration between Illinois-based artisanal distillery F.E.W. Spirits and Seattle grunge superstars Alice in Chains. Launched in 2011, F.E.W. Spirits is a grain-to-glass distillery that has won several awards for its whiskies and gin, and is based in Evanston, a Chicago suburb.

I've tried several of F.E.W.'s products before and they have generally been very impressive, but I've yet to get my hands on the new All Secrets Known, a very unusual tequila barrel finished bourbon. It's named after the opening track of Black Gives Way To Blue, the band's 2009 certified-Gold release.

UPROXX The Best New Bourbons For When The Leaves Start Falling

WHAT TO TALK ABOUT:

F.E.W. Spirits has made a name for itself over the last decade, thanks to a long line of award-winning spirits. Its newest, All Secrets Known Bourbon, is a collaboration between the distillery and famed Seattle grunge band Alice In Chains. The bottle itself is a thing of beauty with a label created by artist Huston Helton. The spirit inside is just as unique as the generation-defining band that inspired it. It's the F.E.W. bourbon fans of the brand know, finished for an additional six months in tequila barrels before being bottled at 101-proof.

TASTING NOTES:

Finishing bourbon in tequila barrels is definitely a different technique than most bourbon fans are used to. The result is a bourbon that holds the roasted corn sweetness bourbon is known for, along with caramel, toffee, coffee beans, and honeyed vanilla with a vegetal agave finish.



RollingStone

The 10 Strangest Musician-Brand Collaborations of 2019



8. Alice in Chains x Few Spirits

celebrating individuality and creativity. “Nobody sounds like Alice in Chains,” Hletko says. “We were inspired by their courage to create a sound that flouted convention, and thought, ‘There are lots of tequilas finished in bourbon barrels, but it’s rare to find a widely available bourbon finished in tequila barrels. Let’s do that instead.’”

BLABBERMOUTH.NET

ALICE IN CHAINS Collaborates With FEW SPIRITS On New Bourbon Finished In Tequila Barrels

Few Spirits and Warner Music Artist Services have announced **All Secrets Known**, a new, limited-release bourbon distilled by Few Spirits master distiller **Paul Hletko** in collaboration with Grammy-nominated and multi-platinum-selling Seattle grunge pioneers **ALICE IN CHAINS**. Bottles feature a custom-designed label by artist **Justin Helton**.

All Secrets Known (SRP: \$75/750 ml), a nod to the name of the opening track of **ALICE IN CHAINS'** 2009 gold-certified release "**Black Gives Way To Blue**", is Few bourbon finished for six months in tequila barrels and bottled at the most rock and roll of proofs, 101 (50.5% ABV). Bold, sweet, and spicy bourbon top notes that have become the hallmark of Few and led to multiple category awards, are accentuated by grassy agave undertones.



URBANDADDY

A Rare Bourbon Finished in Tequila Barrels



More specifically, it's called [All Secrets Known](#), a different breed of bourbon made by Few Spirits in collaboration with legendary Seattle grunge band Alice in Chains, now available for pre-order [through Reserve Bar](#) and due in stores soon.

Whether you still throw on the *Dirt* LP or not doesn't matter here. Because the guys behind the band have bestowed an innovative new dram upon the planet: a bourbon finished for six months in tequila barrels.

It weighs in at 101 proof. Or to put it in rock n' roll terms, strong enough to make someone want to throw a TV set out of a Hilton. And speaking of rock, the hand-rendered label was designed by a guy that has made famous posters for The Black Keys, Grateful Dead and My Morning Jacket.

THE SPIRITS BUSINESS

Alice in Chains launches Tequila barrel-finished Bourbon

Few spirits master distiller Paul Hietko collaborated with Jerry Cantrell, Sean Kinney, Layne Staley, Mike Inez and William DuVall from the band to create the Bourbon, which was finished for six months in ex-Tequila barrels.

Hietko said: "There are no two spirits that have a closer association with rock and roll than whiskey and Tequila. Bringing together elements of both, but in an unconventional, innovative way, is an illustration of what we try to do every time we distil a new product."

Bottled at 50.5% ABV, All Secrets Known takes its name from the opening track of the band's 2009 release *Black Gives Way to Blue* and features a custom-designed label by artist Justin Helton.

"Alice in Chains is part of one of very few movements that can be legitimately credited with shapeshifting an entire culture, beginning with their first album, *Facelift*," added Hietko.



Craft Brewing And Distilling News:

•Illinois-based Few Spirits has unveiled a new collaboration with the band Alice In Chains. Few's new All Secrets Known Bourbon is named for the opening song on Alice In Chains' 2009 album "Black Gives Way To Blue." Retailing at \$75 a 750-ml., All Secrets Known is finished in Tequila barrels and bottled at 50.5% abv. Its packaging features a custom-designed label by artist Justin Helton. The limited-edition All Secrets Known will be available in California, Colorado, Illinois, New York, and Washington as well as online through Reserve Bar.

Few's Paul Hletko on Working with Alice In Chains, Cold Brew Whiskey and Secondary Markets

Fans of spicier whiskey and grungier music should check out the [recent collaboration](#) between Few Spirits and the rock band Alice In Chains.

Released under the name All Secrets Known, this new whiskey is Few bourbon finished in ex-tequila barrels. It's an experimental spirit from a pioneer in U.S. craft distilling, made in conjunction with one of the most influential bands from '90s alternative rock. For a deeper dive into background of this creative new product, we recently caught up with Few Founder and Master Distiller Paul Hletko.

BeverageDynamics





FEW Spirits and Alice In Chains Release All Secrets Known Bourbon Whiskey

The Collaboration

“Alice In Chains is part of one of very few movements that can be legitimately credited with shapeshifting an entire culture, beginning with their first album, *Facelift*,” continues Hletko. “For us distilling, like making music, is about having the courage to ASK, ‘What if we...’ and being excited to find the answers - unlocking those secrets. Nobody sounds like Alice In Chains. We were inspired by their courage to create a sound that flouted convention and thought, ‘There are lots of tequilas finished in bourbon barrels, but it’s rare to find a widely-available bourbon finished in tequila barrels. Let’s do that instead.’”



DISTILER

FEW SPIRITS RELEASES TEQUILA-AGED BOURBON WITH ALICE IN CHAINS

FEW Spirits has just announced a new collaboration whiskey with rock band Alice in Chains called *All Secrets Known*. The whiskey takes fully matured FEW Bourbon then finishes it for six months in tequila barrels.

This is not the first time FEW has partnered with musicians to create a whiskey. In 2016, the brand partnered with The Flaming Lips to create *Brainville Rye Whiskey*.



Alice In Chains, the 'All Secrets Known' whiskey is coming



"There are no liquors more associated with whiskey and tequila rock," said Paul Hletko of Few Spirits in a statement: "The sound of Alice In Chains is unique, and we were inspired by their courage to create a style capable of break with conventions and the past: there are many types of tequila aged in bourbon barrels, but it is rare to find a bourbon aged in tequila barrels. And we did it".



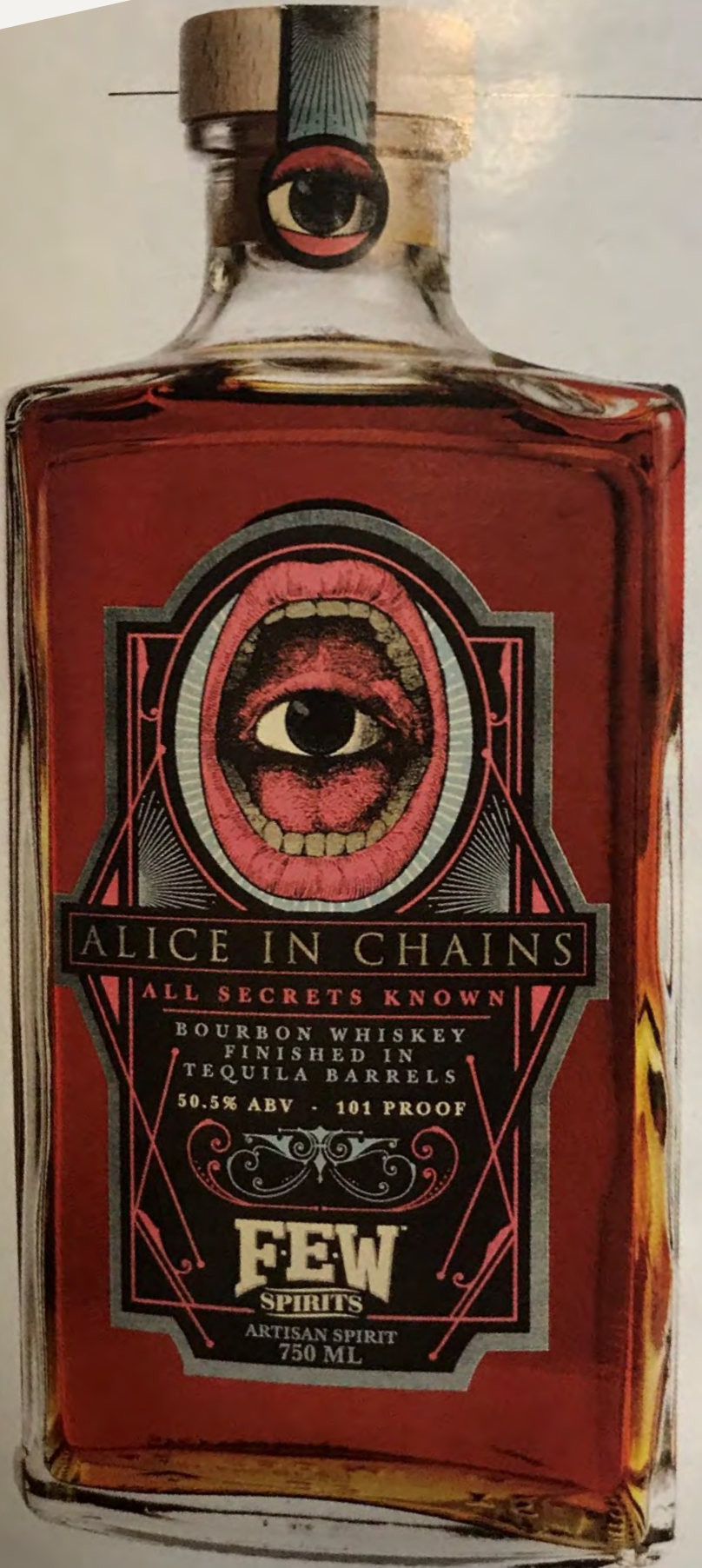
Swig on this: Alice in Chains have their own bourbon

The post [Swig on this: Alice in Chains have their own bourbon](#) appeared first on [Consequence of Sound](#).

The next time you light the candles and throw [Alice in Chains'](#) *MTV Unplugged* on the turntable, consider sipping the band's new bourbon, "All Secrets Known". The new new 101 proof, "bold, sweet, and spicy" bourbon is a collaboration between the veteran rock act and Few Spirits' master distiller Paul Hletko.

Taking its name from the lead track to the band's 2009 album, *Black Gives Way to Blue*, "All Secrets Known" features custom label art by Justin Helton and retails for \$75 (per 750ml). Described as Few's standard bourbon finished for six months in tequila barrels, it is accentuated by grassy agave undertones.





**FEW Alice in Chains
All Secrets Known**

IN THE BOTTLE Tequila cask-finished bourbon, 50.5%, \$75

ON THE BOTTLE Knoxville, Tennessee native Justin Helton bridged his love of music and art by selling his original custom posters for bands like the Grateful Dead and Phish, at events like the Bonnaroo Music Festival. Following last year's successful Flaming Lips label, FEW Spirits partnered with Helton for this psychedelic tribute to Alice in Chains. "I do so many concert posters and music-related design; it's one of those fun projects that still ties that in but it's a completely different animal in itself," he says.

**FEW Alice in Chains
All Secrets Known**

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**Whisky
ADVOCATE**

**FEW
SPIRITS**

THIS PAGE AND OPPOSITE: JEFF HARRIS

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CASE STUDY: NO NEW NEWS

Widow Jane Distillery

WIDOW JANE

Situation: Launched in 2012, Red Hook, Brooklyn-based Widow Jane Distillery sought to draw attention to its flagship 10-year bourbon and range of rye whiskeys.

Challenges: In addition to having been on the market for several years without significant updates to its products, Widow Jane had been fraught with controversy, including suggestions that the brand had been less than transparent about the provenance of its product. Beginning in 2019, Emblem PR has been charged with securing coverage for the 10-year bourbon and the ryes while also slowly rehabilitating the brand's image.

2019 - 2020 By the Numbers:

Total Impressions:

Over 878 MILLION





SELECT SUCCESSES

Esquire

Little Book Chapter 3 Is a Blend of Four Powerhouse Jim Beam Bourbons

Sand this past winter. Widow Jane is a blend of whiskey from different states that is bottled in Brooklyn.

The Best Bottles Of Bourbon (You've Probably Never Heard Of)



Widow Jane 10-Year

Faith Alice Sleeper, **Left Door** in Washington, DC

Widow Jane 10-year from Red Hook, Brooklyn is one of my favorite 'secret' bourbons to introduce to guests. Warm caramel and toffee flavors welcome your palate to a unique bourbon experience that finishes with a spice bomb of peppercorn, cinnamon, rye and burnt orange; it is delicious on its own or in a cocktail.

FOOD & WINE

21 Gifts for Cocktail Enthusiasts

Urban Bourbon

This Brooklyn-made bourbon, Widow Jane, smells a bit like Thanksgiving dessert: sweet, spicy and fruity.

Widow Jane Bourbon, \$53 at [Drizly](#)

Each product we feature has been independently selected and reviewed by our editorial team. If you make a purchase using the links included, we may earn commission.



DISTRACTIFY

These Halloween Cocktail Recipes Are #SpookySeasonGoals



Caramel Apple

Reminiscent of an old-school Halloween party or costume parade, Bartender Natalie Raslina from Botanica has created the Caramel Apple with all New-York-based ingredients.

Combine half an ounce of St. Elizabeth Allspice, 1.5 ounces of Widow Jane Oak + Applewood Rye, .5 ounces of caramel, .5 ounces of lemon, and .5 ounces of cherry liqueur. Shake for 10 to 15 seconds, pour into a glass filled with ice, and garnish with cinnamon and thyme.

Newsweek

HALLOWEEN COCKTAIL RECIPES: FRIGHTENINGLY DELICIOUS DRINKS TO GIVE YOUR FRIENDS THE CHILLS AT YOUR NEXT COSTUME PARTY

Caramel Apple

This cinnamon and fruity take on caramel apples, created by Natalie Raslina of Brooklyn bar Botanica, let's adults skip the tedious bobbing for apples so they can just drink them instead.

Ingredients

- 1/2 ounce St. Elizabeth or AllSpice Dram liqueur
- 1 1/2 ounce Widow Jane Oak + Applewood Rye
- 1/2 ounce caramel
- 1/2 ounce lemon
- 1/4 ounce Cherry Heering liqueur

Directions:

Add St. Elizabeth All Spice Dram, Widow Jane Oak + Applewood Rye, caramel, lemon, and cherry liqueur. Shake for 10 to 15 seconds and pour into glass. Garnish with cinnamon and thyme sprig.

UPROXX

The Best Cocktails For Your Fourth Of July Bash

Dragan Sawa – From Sarah Patterson at Drunken Dragon in Miami



Ingredients:

- 2 parts Widow Jane American Oak Aged Rye
- ¾ parts yuzu
- ¾ parts simple syrup
- Layer of Malbec

Directions:

- Mix in a shaker, add ice and shake. Pour over fresh ice in a Collins glass. Layer on the Malbec floater. Garnish with a lemon twist.

THE MANUAL

The Essential Guide for Men

FOOD & DRINK

Taste the Freedom with these Summery Fourth of July Cocktail Recipes

THE ST. MARK'S BOULEVARD



(Created by Ben Lowell, Owner, Hanoi House, New York City)

- 1 part Widow Jane Oak and Applewood Aged Rye
- .75 part Lockhouse Ibisco Bitter
- .75 part Buil & Giné Priorat Natur Vermut

Method: Stir ingredients together with a large rock. Pour into a chilled Nick & Nora glass. Garnish with an orange peel.

FOOD & WINE

17 Cozy Gifts to Enjoy by a Fire



Speaking of cocktails, any cozy home situation calls for a great bottle of booze. Widow Jane is worthy of your best glasses.

Widow Jane 10 Year Straight Bourbon, \$80 at [drizly.com](https://www.drizly.com)

Brooklyn Daily Eagle

Where to shop in Brooklyn on Small Business Saturday

Widow Jane



The tasting room at Red Hook's own whiskey distillery, opening at 11 a.m. and serving until 7 p.m., is offering up \$4 "Flagship Flights" of Widow Jane's 10-year bourbon, American Oak Rye and Applewood Rye, as well as \$6 "Heirloom Flights" of Widow Jane's Baby Jane, Wapsie Valley and Bloody Butcher bourbon whiskeys. The company's next-door bar-restaurant, Botanica, is also serving the flights from noon til closing, but instead of neat, quarter-ounce pours, you'll get half-ounce pours over rocks. The "Flagship" will run \$6 there, the "Heirloom" \$8.50.

Halloween Cocktail Recipes



When In Doubt, Dress Like A Cat

- 5 oz Widow Jane Bourbon
- 1 oz OM Meyer Lemon Liqueur
- 75 oz Frangelico
- 5 oz Liquid Alchemist Passionfruit syrup
- 2 oz Passionfruit juice
- 5 oz Lemon
- Top with OM Dark Chocolate Sea Salt Liqueur
- Float

CENTURION

M A G A Z I N E

Top of Their Craft

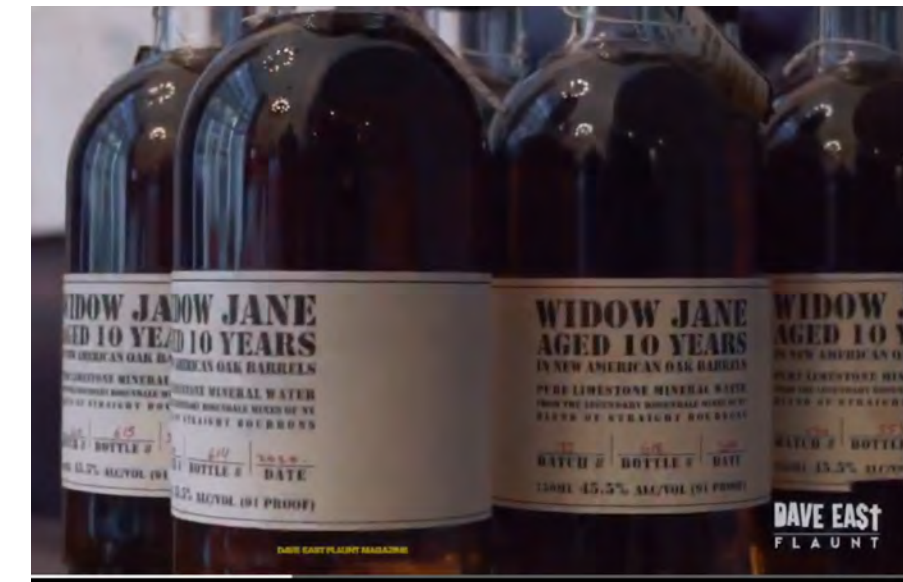
WIDOW JANE *Brooklyn*

The craft bourbon maker, established on the well-worn streets of Red Hook, Brooklyn, is changing the game by growing its own heirloom corn.

Head distiller Lisa Wicker likens the difference between these varietals and the corn typically used to make whiskey to the difference between an heirloom tomato and one from the supermarket. The richness of flavor of the heirloom produce is far superior, and in Widow Jane's case it carries over to the distilled spirit, which brings to mind buttered corn on the cob.

widowjane.com

F L A U N T



FOOD & WINE

21 Gifts for Cocktail Enthusiasts

Small-Batch Bourbon

For something special, an aged bourbon is a real treat. Widow Jane does some of the best small batches. You can get this one engraved, too.

WIDOW JANE 10-Year-Old Straight Bourbon Whiskey, \$68 at flaviar.com



TOWN & COUNTRY

The Best Bourbon Brands for the Whiskey Connoisseur

Widow Jane 10 Year Old Bourbon

reservebar.com

\$70.00

[SHOP NOW](#)

Not all great bourbon comes from Kentucky—take for example this New York based bourbon which uses limestone-rich water (the same type of stone that proponents say gives Kentucky bourbons their distinct flavor) from New York's Rosendale Mines to create a lightly tannic, sweet flavor profile rich in spices.



CASE STUDY: NO NEW NEWS

Pomp & Whimsy Gin Liqueur

POMP & WHIMSY.

Situation: Launched in 2015, Pomp & Whimsy is the brainchild of Oxford-educated sociologist and brand strategist Dr. Nicola Nice. As a consultant, Dr. Nice found that improvements could be made in selling spirits to women. As an academic, she did her homework. In addition to creating a product that spoke to women without pandering or belittling, she discovered the stories of influential women who had been written out of cocktail history. Writing them back is the brand mission of Pomp & Whimsy.

Challenges: By the time Emblem PR signed on in September 2020, Pomp & Whimsy had been on the market for several years – one SKU, nothing new, and a pending round of funding in the offing. It was our job to find space for the brand with top tier titles that would be impressive to investors.

September - December 2020 By the Numbers:

Total Impressions:

Over 205 MILLION



SELECT SUCCESSES

Entertainment
WEEKLY

Your 2020 holiday gift guide: EW's picks for the season's best presents



Pomp & Whimsy Gin Liqueur

If you prefer gin, look no further than this contemporary liqueur, which harkens back to the heyday of gin — and celebrates women and their role in the history of spirits. The bottle is almost too pretty to open!

martha
stewart

39 Gifts Your Bridesmaids Will Love

Elevated Gin



This female-owned gin label is based in Los Angeles; the founder works to identify women's longstanding roles in the cocktail industry, dating back to the Victorian era. As for the gin? It's about as refreshing as it gets.

URBANDADDY

The UrbanDaddy Gift Guide to Dazzling Holiday Food and Drink



Pompa & Whimsy is an intriguingly floral gin cordial made with 16 botanicals including grapefruit, lychee, jasmine pearls, and coriander. It makes a radical base for cocktails or simply sipped by itself. Or left beside Santa's soon-to-be-abandoned cookies.

Forbes

Easy Cocktail Recipes: 20 Festive Drinks To Enjoy All Winter

PUNCHING 2020 (FOR A PAIR OR A POD)

“The drink is a semi-modern reiteration of what probably would have been drunk at a New Year’s Eve celebration in the 1920s with the Fitzgerald. The ideal way to enjoy it would be in the once-omnipresent communal punch bowl with fresh raspberries and orange slices floating around. But since we’re still living through this pandemic and safety is a must, it’s as easy to shake a single serving. The citrus and the raspberry syrup are complementary to the aromatic Pompa & Whimsy flavor profile—with a little kick from the absinthe and a touch of complexity from the cognac-based triple sec.”

—Giuseppe Santochirico, libations curator for *Halfone Spirits* at *Finback Brooklyn, New York City*



GIUSEPPE SANTOCHIRICO

FOOD&WINE

20 Excellent Bottles of Booze to Gift in 2020, According to Bartenders



Pomp & Whimsy Gin

A self-proclaimed “reimagined gin,” [Pomp & Whimsy](#) double-infuses and re-distills the juniper spirit with a blend of 16 botanicals including grapefruit, lychee, cucumber, and jasmine pearls to create something bold and citrusy yet familiar. “While many people are steering towards spirit forward options to close out 2020, I think the light and floral flavor profile of Pomp and Whimsy make the perfect choice for the holidays,” says Paige Walwyn, bartender at Brooklyn cocktail institution [Clover Club](#). “It’s a solid option to keep on the home back bar because you can use it in a series of different ways—I love using it in a spritz or a punch, or maybe pouring it over ice with a splash of tonic and a lime. And for the holidays I love having the option to drink all night without regretting it the next day.” [\\$34 at wine.com](#)



Emblem PR

✉ Colin@EmblemPR.com

🌐 www.EmblemPR.com

📷 [@emblem_pr](https://www.instagram.com/emblem_pr)

**KEEPING YOUR BRAND
TOP OF MIND.**