



# P E N D L E T O N M I D N I G H T

BLENDED CANADIAN WHISKY

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### **Hood River Distillers, Inc.® Launches Pendleton® Midnight – A 90 Proof Premium Select Whisky** *New spirit thrills the senses with a complex taste and exceptionally smooth finish*

**HOOD RIVER, Ore** (July 8, 2015) – Hood River Distillers, Inc., the largest and oldest importer, distiller, producer and bottler of distilled spirits in the Northwest, announces today the expansion of its Pendleton® Whisky portfolio with the introduction of Pendleton Midnight, a premium select 90 proof Canadian whisky.

Crafted with many of Pendleton Whisky’s tried and true ingredients, including pure, glacier-fed spring water from Oregon’s Mt. Hood, Pendleton Midnight thrills the senses with a complex taste and exceptionally smooth finish that begs to be explored. Added complexity and fruit forward characteristics specific to Pendleton Midnight are achieved through aging a portion of the blend in American brandy barrels while notes of leather and warm spices provide a full-bodied, authentic flavor. The result is a 90 proof oak barrel-aged whisky that rewards those who seek to elevate the casual get-together into an extraordinarily memorable experience.

“Introducing Pendleton Midnight is a logical evolution for the brand following the existing success of Pendleton Whisky,” said Tia Bledsoe, Senior Brand Manager, Hood River Distillers. “This new super premium whisky, accentuated by the intense fruit and floral nuances absorbed from the American brandy barrels, is a unique addition to the Canadian whisky category, and provides a more premium offering that’s smooth and complex – ideal for sipping neat, or mixed in a classic cocktail.”

Pendleton Midnight is best enjoyed neat or mixed with water or ice. It’s also well-suited for classic-style cocktails, allowing the rich flavor of the whisky to remain on the palate.

Available in select markets beginning in September 2015, Pendleton Midnight will retail for approximately \$34.99 (750 ml). For more information about the product and cocktail recipes, please visit [PendletonWhisky.com](http://PendletonWhisky.com) or [Facebook.com/PendletonWhisky](https://www.facebook.com/PendletonWhisky).



### **About Hood River Distillers**

*Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest’s largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton® Midnight, Pendleton® 1910 Rye Whisky, Broker’s® London Dry Gin, Sinfire® Cinnamon Whisky, Yazi® Ginger Vodka, ULLR® Nordic Libation, HRD® Vodka, Lucid® Absinthe Supérieure, the complete line of Monarch® distilled spirits and the Clear Creek Distillery portfolio are just a few of the company’s brands distributed across the country. Hood River Distillers is a member of the Foundation for Advancing Alcohol Responsibility and promotes responsible drinking habits. For more information, visit [www.hrdspirits.com](http://www.hrdspirits.com).*