

**FETZER**  
VINEYARDS



FOR IMMEDIATE RELEASE  
Kentucky Peerless Distilling Co.  
September 12, 2017

## KENTUCKY PEERLESS DISTILLING CO. FORGES PARTNERSHIP WITH FETZER VINEYARDS

[Fetzer](#) has shifted its portfolio from the West Coast's quintessence over to the South's savory spirit. The brown spirits space is booming and Peerless products will be the first distilled spirits brand Fetzer has offered since establishing in 1968.

"Peerless will remain independent and wholly owned by my family, descendants of the founder and my Great-Grandfather, Henry Kraver, established in 1889. We have complete confidence in Fetzer's vast and knowledgeable sales team, in the alcohol beverage space and the strength of its longstanding wholesaler relations," states Corky Taylor, Kentucky Peerless CEO and 4<sup>th</sup> Generation.

The collaboration signifies a new beginning for both companies and an alliance within each industry. With the recent release of the two-year-old barrel strength Peerless Kentucky Straight Rye Whiskey and the anticipated four-year-old Peerless Kentucky Straight Bourbon, Fetzer's deep roots in the wine space will carve out the ultra-luxurious path Peerless will take in the launch of its products from start to finish.

Peerless Kentucky Straight Rye Whiskey is currently sold in limited release in Kentucky and Washington, D.C. Fetzer Vineyards will begin selling it this fall in select markets, including California, Florida, Illinois, New York, Texas, Tennessee, amongst others, with further expansion into additional markets in 2018. Consumers can use the Peerless [Whiskey Locator](#) to find the nearest places of purchase.

Peerless Kentucky Straight Bourbon is due to be bottled and sold beginning Spring of 2019.

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### About Kentucky Peerless Distilling Co.

The Peerless family's very first bourbon went into a barrel in 1889. They have since revived the craft in their own state-of-the-art distillery, where they use the finest ingredients. The Peerless family believes that patience builds character and fine Bourbon can never be rushed. All under one roof, the select Kentucky Peerless grains are milled, cooked, fermented, double-distilled, and barreled as Bourbon & Rye.

### About Fetzer Vineyards

Founded in 1968 by Barney Fetzer in Mendocino County, California, Fetzer Vineyards is a leading producer of award-winning, sustainable wines. In addition to robust offerings under the winery's flagship Fetzer label, the winery also crafts California-based Anthony's Hill, Bonterra Organic Vineyards, Jekel, Sanctuary, Adorada and 1000 Stories, a Bourbon barrel-aged Zinfandel. Part of global winery Viña Concha y Toro, Fetzer Vineyards exports its diverse wines to more than 30 countries worldwide. Most recently, the winery entered the ultra-luxury spirits category by forging a partnership with Kentucky Peerless Distilling Co. to sell its historic craft rye whiskey.

For more information, visit [kentuckypeerless.com](http://kentuckypeerless.com)

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