



The Tennessee Whiskey You Need to Know Arriving in Nashville, Knoxville and Chattanooga October 2020

NASHVILLE — Wednesday, October 14, 2020 — A new Tennessee Straight Whiskey — with international fanfare — is launching October 2020 across Tennessee, Daddy Rack Tennessee Straight Whiskey. A passion project of namesake J. Arthur Rackham, a Master Blender with a premier palette for fine spirits. Daddy Rack delivers an approachable Tennessee Straight Whiskey with no coloring, caramel or additional flavors added. With more than 30 years of experience working with distillers and cellar masters across Europe, Rackham has used his expertise blending spirits to create a Tennessee Straight Whiskey that will delight first-time whiskey drinkers, inspire mixologists and be a prized bottle in any whiskey collection.

“Tennessee Whiskey is the holy grail of spirits!” exclaims Rackham. “With storied history and strict standards, Tennessee Whiskey is in a league of its own in the crowded and thriving spirits community. Daddy Rack provides spirit drinkers with an approachable, affordable and versatile version of the classic Tennessee libation.”

All barrels chosen for Daddy Rack are aged for a minimum of three years, then meticulously blended by Rackham to produce this beautiful 80-proof whiskey made with Grade 1 locally-farmed corn, sour mash fermentation and lightly rectified copper double distillation. The same care is taken with the filtration process - Daddy Rack is filtered using the Lincoln County Process before aging in new, charred American Oak barrels. Each small batch comes from only 20 barrels, blended to perfection. As Straight Whiskey, no coloring, caramel or additional flavor are ever added. Just before bottling, every batch of Daddy Rack is double mellowed for maximum smoothness. Finally, each bottle is Batch Coded before proudly joining the world-famous Tennessee Whiskey community.

Daddy Rack Tennessee Straight Whiskey is proudly distributed by Best Brands Inc. and is competitively priced for retail at \$29.99 per 750 mL bottle with \$0.50 of every bottle sold benefitting a nationwide charitable organization with roots in Tennessee, CORE (Children of Restaurant Employees).

“Giving back to our community is a core pillar of our work.” says Rackham. “The restaurant and beverage community has been tremendously affected in the past year and we feel it's incredibly important to give back to those who are the mouthpiece and backbone of our industry when they need it most.”

Follow Daddy Rack Tennessee Straight Whiskey on social media:

Facebook: <https://www.facebook.com/daddyracktennessewhiskey/>

Instagram: <http://www.instagram.com/Daddy.Rack.Whiskey>



Twitter: <http://www.twitter.com/RealDaddyRack>

About Daddy Rack Tennessee Straight Whiskey

Daddy Rack Tennessee Straight Whiskey is a whiskey dream realized by namesake J. Arthur Rackham launching in October 2020. Learn more at daddyrack.com.

About Best Brands Inc.

Best Brands Inc. is a family-owned and operated business proudly distributing beer, spirits and wine throughout Tennessee. Best Brands Inc. is a major force with an experienced management team and sales staff. Learn more at bestbrandsinc.com.

About Children of Restaurant Employees (CORE)

CORE: Children of Restaurant Employees, a national 501(c)3, is dedicated to serving food and beverage service employees with children when either the working parent or child is navigating through a medical diagnosis, illness, injury, a death, or impacted by a natural disaster. Founded by food and beverage service industry veterans to help hospitality service employees with children bridge the financial gap when either the parent or child deals with a health crisis or natural disaster. Since 2013, the organization has grown in a nationally recognized non-profit that has helped over 1,100 families in 49 states. For grant qualifications, to apply or to refer a family for grant consideration, please visit coregives.org. To support food and beverage employees via a donation, please visit coregives.org and click on the donation button.

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Contact

Kristine Circenis
Tall Boy Marketing
615-398-2550
kristine@tallboymarketing.com
www.tallboymarketing.com