
John B. Stetson Kentucky Bourbon Launched

by Tasting Panel Editorial Team

Vision Wine & Spirits, LLC is has announced the launch of John B. Stetson Kentucky Straight Bourbon Whiskey. Most notable for its hats, John B. Stetson is the symbol of American independence, individuality and integrity and now enters the spirits business with this handcrafted representation of the uniquely American spirit, bourbon.

Using the skill he learned from his father, John B. Stetson began hat-making at his own company in 1865. The craftsmanship, detail and labor put into every one of his hats, along with their uniqueness, garnered his company well-deserved popularity and by the early 20th century, Stetson owned the largest hat factory in the world. Today, John B. Stetson's company proudly honors his legacy with the introduction of this fine Bourbon based on the fundamental principles that made its founder's hats so appreciated.

John B. Stetson Bourbon is crafted from Native American corn, barley, rye and wheat of the highest standards sourced from the Midwest. For each batch, mash from a previous batch is added (creating a "sour mash") along with the addition of select yeasts. It is then distilled by copper pot still twice to enhance the purity. The whiskey then ages in new, charred American white oak barrels for four years. Each batch is tasted before bottling to ensure readiness and consistency.

The end result is a refined bourbon that is elegant enough to enjoy alone or on the rocks as a sipping whiskey yet flavorful enough to use in cocktails. It will be available nationally in 750ml format for a suggested retail price of \$26.99.

"John B. Stetson's motto was 'Make things right and the best they can be.' His uncompromising character and high standards were the inspiration for this Bourbon and are reflected in every glass," says Vision Wine & Spirits Managing Director, Dan Lasner.

Vision Wine & Spirits, LLC is an importer and marketer of fine wines and spirits from around the globe and is dedicated to open, long-term relationships with its suppliers, building brands and bringing new and innovative products to the market for the wine and spirits trade and consumers at competitive prices. For more information, please visit www.stetsonbourbon.com and www.visionwineandspirits.com.

