
New Booze: John B. Stetson Kentucky Straight Bourbon Whiskey

By *Camper English* on 1/31/2012

Vision Wine & Spirits, LLC announces the launch of John B. Stetson Kentucky Straight Bourbon Whiskey. Most notable for its hats, John B. Stetson now enters the spirits business with bourbon.

Using the skill he learned from his father, John B. Stetson began hat making at his own company in 1865. By the early 20th century, Stetson owned the largest hat factory in the world. Today, John B. Stetson's company honors his legacy with the introduction of this bourbon.

John B. Stetson Bourbon is crafted from Native American corn, barley, rye and wheat 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. 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.

It will be available nationally in 750ml format for a suggested retail price of \$26.99.

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.

