

SAGAMORE SPIRIT LAUNCHES ITS 9-YEAR-OLD STRAIGHT RYE WHISKEY, A PRODUCT THAT BOASTS THE GREATEST AGING SINCE THE BRAND'S ORIGIN



Sagamore Spirit is proud to announce the release of a new exceptional rye whiskey that honors Maryland's rich distilling heritage: the highly anticipated **Sagamore 9-Year-Old Straight Rye Whiskey**, as part of the brand's Reserve Series – distributed only in the U.S. nationwide.

Sagamore 9-Year-Old Straight Rye Whiskey exemplifies the art of long-term aging, proudly representing what to date is the brand's most mature expression. After at least **nine years** in new charred American white oak barrels, this rye whiskey offers a perfect balance of sweetness and spicy notes.

The nose presents an inviting mix of peach preserves, graham crackers and rich dark chocolate. On the palate, vibrant notes of orange zest, pecans, spiced honey and cinnamon toast emerge, offering a warm and bold-tasting experience. As part of the Sagamore Spirit Reserve Series, this 56.3% ABV whiskey honors the rich tradition of Maryland distilling.

“With this launch, we continue to push the boundaries of Maryland-style rye whiskey while staying true to our roots,” says **Ryan Norwood, Director of Operations.** *“The 9-Year-Old Rye celebrates the patient and meticulous aging and blending process that products like this require. We are excited to share this special whiskey with our fans.”*



“DIAMONDS IN THE RYE”

With the goal of spreading the culture of Rye whiskey and reaffirming Maryland’s central role in this tradition, Sagamore has created “**Diamonds in the Rye**”: a program dedicated to experts, influencers and enthusiasts of the Whiskey world to offer them an **immersive experience** inside the Distillery and the Farm, allowing an in-depth understanding of the **authentic spirit of Sagamore**.

The program, which started with the launch of Sagamore Small Batch, involves the following influencers and youtubers for now:

- Jason Ornellas, @bourbon.and.smoke (26k Instagram followers)
- Dan Kidd, @heavybourbon (52k Instagram followers)
- Danielle Kurtz, @coffeeblackwhiskeyneat (36k Instagram followers)
- Whiskey Tribe (520k Youtube subscribers)
- Ryan Mills @thatduderyan (101k Instagram followers)



This PR activity generated more than **161,943 impressions** during the visit to the Distillery and the **results will continue to grow** due to the different content they are still publishing.

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IMPRESSIONS FOR PR ACTIVITIES