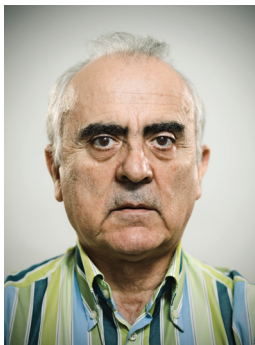




WE'VE CHANGED THE AGING PROCESS OF WHISKEY.



AVERAGE WHISKEY DRINKER, AGE 53

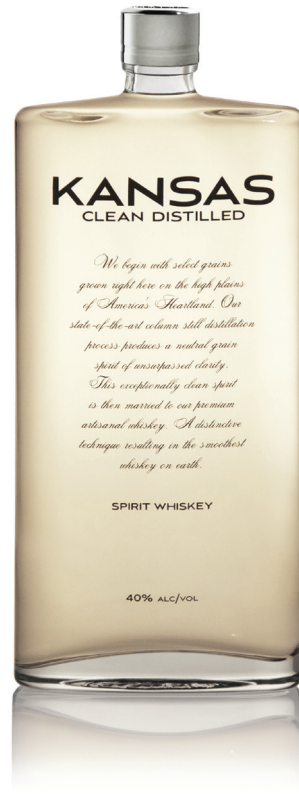
Whiskey attracts a certain type of, shall we say, enthusiast. Much of it has to do with taste, when you're older you get used to things. This explains why you see old men, schooners, grandpas and game birds on whiskey bottles. And also explains why you don't see bikini-clad women and hipsters in thumping night-clubs ordering whiskey.



WHAT ABOUT WHISKEY FOR THE REST OF US? WITHOUT THE MIDDLE-AGED YUCK FACTOR?

WE'VE TAKEN WHISKEY OUT OF A COLD, DAMP PEAT BOG AND PUT IT INTO A HOT, DAMP DANCE CLUB.

Kansas Whiskey is new whiskey for new whiskey drinkers. It has an exceptionally clean and crisp finish. No burn, no smoky, heavy flavor. You can actually enjoy it straight or on the rocks. Or lounging at a sultry beach bar.



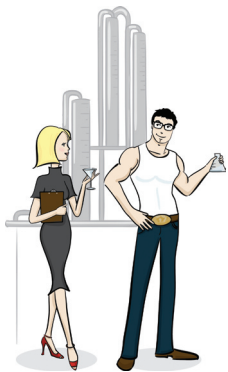
SUPERIOR INGREDIENTS

Our whiskey begins with amber winter wheat. Unlike most whiskies made from heavy grains like corn, barley or rye, wheat provides a lightness that gives Kansas its crisp, soft palate.



EXCEPTIONAL PROCESS

We employ a column still. It's the very same distillation process used in creating the world's finest vodkas. We then marry this pure, clean distillate to our select, artisanal whiskey.



WHISKEY THAT APPEALS TO WOMEN, MEN, SWIZZLERS AND SHAKERS.

While most whiskies scoff at cocktails, we'll take all comers. Kansas is astonishingly mixable.



Kansas Cooler
Highball glass with ice
1 1/2 oz Kansas
1 1/2 oz Kansas
Ginger Ale

Directions
Squeeze lemon or lime.
Dash of bitters.



Slinky Skirt
1 1/2 oz Kansas
1 1/2 oz Chambord
1 1/2 oz Fresh Lemon juice

Directions
Shake all ingredients with ice, strain into a chilled cocktail glass.



Kansas Twister
3 Orange wedges
Handful of mint leaves
2 oz Kansas
3/4 oz Simple Syrup

Directions
Muddle the mint and oranges in the simple syrup. Add Kansas and ice and shake well. Pour into highball or rocks glass, top with club soda.

Remember, don't overdo it, ever.



KANSAS
CLEAN DISTILLED

*We begin with select grains
grown right here on the high plains
of America's Heartland. Our
state-of-the-art column still distillation
process produces a neutral grain
spirit of unsurpassed clarity.
This exceptionally clean spirit
is then married to our premium
astronomical whiskey. A distinctive
technique resulting in the smoothest
whiskey on earth.*

SPIRIT WHISKEY

40% ALC/VOL