

# MILAM & GREENE

W H I S K E Y

**Press Release: For Immediate Release**

## **Award-Winning Milam & Greene Whiskey Now Distributed Across the Country**

**BLANCO, Texas (October 8, 2020)** — [Milam & Greene Whiskey](#), one of the fastest growing craft whiskey brands in the U.S., is expanding its distribution across the country, an unusual feat for a young craft distillery in 2020. The award-winning Milam & Greene Triple Cask Straight Bourbon, Milam & Greene Port-Finished Rye, and Milam & Greene Straight Single Barrel Bourbon are hitting shelves in California, Connecticut, Florida, Georgia, Illinois, New York, Washington D.C., and Wisconsin now and over the coming weeks. These whiskies will be rolling out nationally online during the holiday season for shipment across the country.

“Clearly this has been an incredibly challenging year for craft distilleries,” says Heather Greene, CEO and master blender of Milam & Greene Whiskey. “We completely threw our business plan out the window in mid-March and had to pivot our business strategies after the closure of our taproom and bars and restaurants in Texas. We first produced free hand sanitizer, and then quickly restructured our staff, and marketing and sales plans to set up new channels to get our whiskey to consumers in places where it is in demand outside of Texas.”

Under the direction of master distiller, Marlene Holmes, Milam & Greene Whiskey distills using a 300-gallon copper pot still in Blanco, Texas as well as in continuous stills in Holmes’ home state of Kentucky. The team travels to Kentucky to distill using its own mash bill, yeast recipe, and distillation processes. The whiskey is matured in both Kentucky and Texas. In addition to distilling on-site and off-site, the team blends, batches, sources, finishes, and hand-bottles bourbon and rye whiskey to age to maturity in the unique Texas climate — the only craft distillery in the USA that openly embraces all these elements to make stunning whiskies.

### **About the Whiskies**

The distillery produces three whiskies under the Milam & Greene Brand. Until 2020, these whiskies were only available in Texas.

- **Milam & Greene Triple Cask Straight Bourbon Whiskey** is made from Texas corn, Pacific Northwest malted rye from Oregon and Washington, Wyoming barley, and our proprietary yeast recipe from Kentucky and Texas. Each bottle of Milam & Greene Triple Cask is a batch of three hand selected straight bourbon whiskies: 2-year-old premium Texas bourbon for a pop of spice married with 3 to 4-year-old Tennessee whiskey for vanillas and fruits, and 10 to 11-year-old Tennessee whiskey for structure and tannins. It is then proofed to taste and bottled on site. This bourbon has a deep golden color, along with refined and elegant aromas

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with pops of vanilla, floral and spice. The palate is creamy and soft, surprisingly smooth for a 94-proof spirit, and has a medium warm finish, with structure and tannins.

- **Milam & Greene Single Barrel Straight Bourbon** is evaluated and hand-selected by our crack whiskey team before bottling with the discerning whiskey drinker in mind. No two casks are exactly the same. Holmes, Greene, and head brewer, Jordan Osborne, look for whiskies that demonstrate elegance and personality. Each year the team select single barrels that include gems found around the U.S. in addition to their own grain-to-glass casks. This year's lot, previously sold only in Texas, comes from Tennessee, and has already won numerous double gold medals in international competitions.
- **Milam & Greene Port Finished Straight Rye Whiskey**, which won a [Double Gold at the 2020 San Francisco World Spirits Competition](#), is a gorgeous ruby colored whiskey with luscious aromas of cinnamon, chocolate, and dark fruits such as black currants and blackberries. Robust flavors are carried in a rich, velvety whiskey with a long warm finish. Casks are brought from Indiana to Texas where they are first batched in the Blanco rickhouse and then finished in old Port wine casks from Portugal. The casks are meticulously curated, vatted for consistency, and monitored for flavor. The Texan sun and varied humidity levels influence the rate and strength of flavor imparted into the 94-proof whiskey, making this a tricky whiskey to produce.

## **Milam & Greene Whiskey Availability**

Milam & Greene Whiskey is distributed by Southern Wine and Spirits, Empire Merchants, Brescone Barton, Inc., and Winebow Fine Wines + Spirits. Milam & Greene Triple Cask Straight Bourbon, Milam & Greene Port-Finished Rye, and Milam & Greene Strait Single Barrel Bourbon are available in fine retail shops as well as available on <https://milamandgreenewhiskey.com/shop/>.

## **About Provision Spirits**

Provisions Spirits was founded in 2017 and produces its flagship brand Milam & Greene Whiskey. The distillery is led by an all-star team of whiskey experts with more than 58 years of American whiskey making experience including-CEO, partner and master blender, Heather Greene, veteran Kentucky master distiller Marlene Holmes and chief brewer Jordan Osborne. Provision Spirits Milam & Greene is named for the partnership formed between Texas entrepreneur Marsha Milam and whiskey expert Heather Greene. Provision Spirits believes brilliance in independent whiskey making requires the integration of the highest quality distilling, aging, blending, batching, proofing, sourcing, finishing and bottling practices to achieve complexity and balance to please the most demanding palate. For more information visit: [www.milamandgreenewhiskey.com](http://www.milamandgreenewhiskey.com). Connect with Milam & Greene Whiskey on [Facebook](#), [Instagram](#) and [Twitter](#).

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