



Jefferson's Bourbon Celebrates the Launch of Jefferson's Blend of Straight Rye Whiskey

The bold and innovative rye blend honors the brand's dedication to craftsmanship

New York, NY (May 20, 2025) – Jefferson's Bourbon, known for its pioneering spirit in pushing the boundaries of whiskey innovation while honoring tradition, introduces **Jefferson's Blend of Straight Rye Whiskey**, a bold new expression blending the spice of a classic rye with unexpected elegance. Featuring a blend of 9-, 7-, and 6-year-old rye whiskeys artfully combined with Jefferson's Ocean Rye, Jefferson's Rye strikes a harmonious balance of baking spices, soft fruit, and hints of mint - delivering a vibrant nose of rye spice, fig, floral, and toasted vanilla, followed by a robust but smooth finish of long-lasting warmth.

Once the dominant style of American whiskey, rye holds a special place in whiskey history. Jefferson's Rye pays tribute to those roots while pushing the category forward with a blender's precision. Though rye has long played a supporting role in many bourbons, this release marks a milestone: Jefferson's introducing a straight rye whiskey blend to its core lineup of expressions.

Jefferson's Master Blender, Ale Ochoa, comments: "Our Jefferson's Rye Whiskey distinguishes itself with a unique blend that showcases the depth and complexity of aged ryes combined with the influence of our Ocean Rye. This expression is crafted to deliver a vibrant yet smooth experience, capturing the unique qualities of rye while offering a new take on its classic characteristics."

"I've always approached whiskey the way a winemaker approaches wine, layering for complexity and depth," says **Founder Trey Zoeller**. "Rye has always been a favorite of mine for its punch and personality, and this release allows us to really pound our chests as blenders. We wanted to create something versatile and innovative with a mashbill of various ages of rye that was perfect to enjoy neat, on the rocks, or in a cocktail. It has that bold kick up front, but it finishes warm and smooth – not dry like many ryes you find in market."

Jefferson's Blend of Straight Rye Whiskey is 88-proof (44% ABV). It is available nationwide beginning **May 2025** at retailers, bars, and restaurants across the US (MSRP \$34.99 / 750mL).

For more information, visit jeffersonsbourbon.com and follow along on Instagram: [@jeffersonsbourbon](https://www.instagram.com/jeffersonsbourbon).

PLEASE SIP RESPONSIBLY Jefferson's® Blend of Straight Rye Whiskey. 44% ALC/VOL (88 Proof) ©2025 Jefferson's Bourbon Company, Crestwood, KY

ABOUT NORTH AMERICAN DISTILLERS

North American Distillers is a global brand company within the Pernod Ricard group, overseeing a dynamic collection of American whiskey brands, including Jefferson's, Skrewball, Rabbit Hole, TX, and Smooth Ambler. With a focus on accelerating growth in the category, North American Distillers leverages global marketing capabilities and operational excellence to build a world-class portfolio that reflects the diversity and craftsmanship of American whiskey.

ABOUT PERNOD RICARD

Pernod Ricard USA is the premium spirits and wine company in the U.S., and the largest subsidiary of Paris, France-based Pernod Ricard SA., the world's second largest spirits and wine company. Pernod Ricard employs approximately 19,000 people worldwide, is listed on Euronext (Ticker: RI) and is part of the CAC 40 index. The company's leading spirits include such prestigious brands as Absolut Vodka, Avi3n Tequila, Chivas Regal Scotch Whisky, The Glenlivet Single Malt Scotch Whisky, Jameson Irish Whiskey, Kahlúa Liqueur, Malibu, Martell Cognac,



Olmecca Altos Tequila, Beefeater Gin, Del Maguey Single Village Mezcal, Código Tequila, Monkey 47 Gin, Seagram's Extra Dry Gin, Malfy Gin, Hiram Walker Liqueurs, Middleton Irish Whiskey, Redbreast Irish Whiskey, Aberlour Single Malt Scotch Whisky, Lillet, Jefferson's Bourbon, TX Whiskey, Skrewball Whiskey, Smooth Ambler Whiskey, Rabbit Hole Whiskey, Pernod and Ricard; such superior wines as Jacob's Creek, Kenwood Vineyards, Campo Viejo, Brancott Estate and Sainte Marguerite en Provence rosé.; and such exquisite champagnes and sparkling wines Perrier-Jouët Champagne, G.H. Mumm Champagne, Mumm Napa.

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