

Boondocks American Whiskey Launched by David Scheurich, 40 Year Industry Veteran and Whisky Advocate Lifetime Achievement Award Winner

BOONDOCKS

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Boondocks
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NEW YORK, Oct. 5, 2016 /PRNewswire/ -- Royal Wine Corporation is proud to introduce Boondocks American Whiskey, a creation from *Whisky Advocate Lifetime Achievement Award* winner Dave Scheurich who has helped to create some of America's most recognized whiskeys over the last 40 years. Available in both 95 Proof and Cask Strength 127 Proof, the brand's entrance into the rapidly growing spirits category marks a new level for American whiskey, introducing a brand that could just be Dave's crowning achievement.

"Royal Wine Corp. has a rich legacy of producing spirits, dating back to the early days of Baron Philip Herzog," said Mordy Herzog, CEO of Royal Wine Corporation. "We produced beer, wine and spirits in the



Boondocks American Whiskey 95 Proof and Cask Strength 127 Proof expressions from Master Distiller and Whisky Advocate Lifetime Achievement Award winner Dave Scheurich.

1800's and now nine generations later, we could think of no better

individual to get back into the spirits game with than David Scheurich, a man with similar ethos and perspective as our organization and family. We are honored that he agreed to come out of retirement to oversee the development of the Boondocks brand as our master distiller."

"Boondocks is an exciting project to be a part of," said Dave Scheurich, Boondocks' Master Distiller. "With the development of this brand, we wanted to bring a superior product with exceptional taste to the market, but most importantly we wanted a whiskey that delivered an ultra smooth finish—something easy to enjoy."

Aged for 11 years in American white oak barrel in Kentucky, **Boondocks American Whiskey 95 Proof** is made from corn, rye and malt. Light in color but rich, nuanced and complex, fruitiness and exotic spices enhance some of the subtler aromatic characteristics like the toasted marshmallow oak barrel notes. Mouthfeel is creamy and buttery with long pleasant finish. Overall, the whiskey is spicy and warm but does not burn and is sweet like cotton candy. Boondocks American Whiskey 95 Proof has already garnered several accolades including a Gold Medal /90 Points from the Los Angeles International Spirits Competition 2016 and was named a Finalist in the Ultimate Spirits Challenge 2016, receiving 92 Points.

Boondocks American Whiskey Cask Strength 127 Proof has distinctive aromas of rich caramel and vanilla. A robust and pleasantly aggressive palate is highlighted by fall spices and oak that leaves a long lasting finish. This expression received a Gold Medal/91 Points in the Los Angeles International Spirits Competition 2016 and Best of Category in the Ultimate Spirits Challenge 2016.

A limited edition expression will be added to the Boondocks' portfolio later this year followed by further marques in 2017. From Dave's perspective, the brand vision is clear, "With each expression of Boondocks, our intention is to share unique, complex and flavorful spirits that will interest and satisfy consumers."

Boondocks' iconic packaging is elegant and timeless, reminiscent of a pocket flask with a slight indent on the front and back to allow for easy handling. The brand's bold print logo is front and center, adorning the breast of every bottle, with Dave Scheurich's signature featured prominently as his seal of approval on every bottle. To round out the design with a bit of whimsical humor, consumers are reminded that no

compromises were taken in the production of the product with a surprise "compromise is for politicians" quote on the back of each bottle.

Boondocks American Whiskey 95 Proof (SRP \$39.99) and Cask Strength 127 Proof (SRP \$59.99) are currently available in limited release in Arizona, California, Georgia, Illinois, Kentucky, Massachusetts, New Jersey, New York and Texas through Royal Wine Corporation. Additional markets are expected to open in 2017.

About Boondocks

Out in the boondocks, life is a little simpler. Time-honored traditions are taken seriously. One takes time so that things are done right. And when it comes to whiskey, the results are shown in every bottle. Aged for 11 years in Kentucky, Boondocks American Whiskey is the crowning achievement of 40-year industry veteran Dave Scheurich. Dave's passion and expertise can be found in every bottle of Boondocks American Whiskey 95 Proof and Cask Strength 127 Proof. <http://boondockswhiskey.com>