



“Really Good Whiskey Comes from Someplace Really Good”

Smooth Ambler Spirits Brand Information

OUR VISION

We believe that really good whiskey comes from someplace really good.

We’re honest, hard-working people and we’re proud of what we can accomplish when we work together. Exceptional facilities, state-of-the-art equipment and the finest ingredients, make it possible for us to achieve the quality on which we insist. Our sublime location, in the mountains of West Virginia, where we enjoy crisp high-valley air, clean natural waters, and an ideal cadence of seasons, makes Smooth Ambler Spirits truly a step above.

We believe running our business the right way means doing right by our customers, our employees, and our home – no shortcuts, and no excuses. This purpose drives every decision we make, and it’s how we know we will continue to make a positive impact on our business, the whiskey industry, and on our greater community.

OUR STORY

Set among historic mountains and rich earth, Greenbrier County, West Virginia is home to hardworking, independent people who successfully strike a balance between the rigors of getting things done, and the special pace of life which allows them to celebrate afterwards. In 2009, Smooth Ambler Spirits was founded in this inspiring place, with a notion to celebrate patient Appalachian craftsmanship, and to put it to good use making truly unique and delicious artisan spirits.

Details beat deadlines, and quality rules over quantity. Shepherded by a truly dedicated team, Smooth Ambler whiskeys are known as much for bold yet balanced flavor as they are for pride of place. It’s easy to see why each and every whiskey is best enjoyed one slow sip at a time.

OUR COMMITMENT

Our People - Hardworking, talented people are always the heart and soul of what we do.

Our Work - Proud, hard work results in good whiskey and the entire Smooth Ambler team embodies this.

Our Word - We're transparent and we shoot straight, sharing the truth of our business with customers, employees, and communities near and far.

OUR PROCESS

Make: 100% distilled and aged in West Virginia – **Big Level Bourbon**

Merchant: 100% sourced carefully from quality producers – **Old Scout**

Marry: An exacting, unique, and delicious blend of Made and Merchant whiskeys – **Contradiction**

POSITIONING/KEY SELLING POINTS

Make, Merchant, Marry - The unique way in which we go to market gives us lots of flexibility within the three different families of SA products.

Uncompromising quality in everything we do - No corners are ever cut; excellence never sacrificed.

Made with authenticity, integrity, and sincerity - We shoot straight with our customers and ourselves. If we say it, we mean it.

Pride of place, sense of community, true to our Appalachian roots and neighbors - Smooth Ambler is proud to hail from our part of the world and prouder still to honor the legacy of the hardworking inventive folks who created and thrived in Appalachia.

Delicious, accessible, easy-drinking flavor - Our whiskeys are designed and meant to be savored and enjoyed whether at a celebration, in the corner office, or on someone's back porch.

HOW WE STARTED

An argument could be made that an article in the January 14, 2008 issue of TIME magazine was responsible for the creation of Smooth Ambler Spirits. Long-time residents of the Greenbrier Valley, both TAG Galyean and John Little knew that they wanted to make something - something that would leave a mark on Greenbrier County and the folks that call it home to be proud of. Just exactly what that was, they hadn't decided upon. That's when TAG came across the TIME article featuring the re-emergence of craft distilling in the United States. With a sly comment of, "we should do this, in your garage...I'm serious", began the journey of Smooth Ambler Spirits. Founded in 2009 by TAG and John, Smooth Ambler Spirits set out to produce fine artisan spirits by combining patient Appalachian know-how with the finest of American ingredients. By 2011 Smooth Ambler, family owned and operated, had reached its first global market. Currently we are in 35 states with a focus on international markets, mostly in the UK, while looking to expand to all 50 states and new international markets within the next 5 years.

STATS:

- **EMPLOYEES:** 25 local employees currently

- **GRAIN:** We work with a handful of local farms to hand select non-GMO varieties of West Virginia wheat, rye and corn. All the local grain we use comes one family farm about 30 miles south of our distillery, in Monroe County. We also use grain from the Midwest to supplement our local farmer -they just aren't big enough to handle all of our grain, which is currently 7,000 lbs/day.

- **COOPERAGE:** Current production uses approximately 300 barrels a month using mostly a #4 char profile in addition to some #3 char and a few other specialty and experimental barrels. The overwhelming majority of our barrels come from Independent Stave (ISC), one of the world's leading cooperages.

- **PRODUCTION:**
 - Currently run 24 hours/day, 7 days/week production cycle.
 - 7,000 lbs of grain are mashed daily.
 - We use a Vendome 36 ft Continuous Column still that runs 3.3 gallons of wash/mash per minute.
 - Our production schedule runs approximately 45% Smooth Ambler Wheated Bourbon mashbill, 45% low-rye Bourbon, and high-rye bourbon and rye whiskey mashbills taking up the remaining annual production.

- **AGING:**

- Greenbrier Valley sits about 2,200 feet above sea level, soundly in a region well-known for it's beauty, resources and majesty.
- The seasonal expansion and contraction of barrels means that spirits like bourbon and whiskey have more contact with the wood, positively affecting it's taste and aging attributes.
- Smooth Ambler nests in the great Appalachian Mountains, giving way to wide temperature swings.
- We use single story non-temperature regulated metal sided rick-houses. On distillery premises, buildings #5 through #9 have the capacity to hold approximately 2,200 barrels each.
- All of our newer rick-houses utilize black metal siding to maximize the residual heat and extend the swings of warm weather months.

PRODUCTS

Smooth Amber Contradiction (92 proof)

At Smooth Ambler, after we began merchant bottling the whiskey we call Old Scout, it occurred to us that at some point it may be fun and interesting to blend a little of the delicious bourbon we source with the smooth and sweet wheated bourbon we distill here in West Virginia. With that notion in mind, Contradiction was born; a blend of whiskey we make with whiskey we do not. Contradiction is non-chill filtered and is full-bodied, with notes of dried fruit and butter rum, and has the end-result of tasting like a four-grain bourbon.

- **Mashbill:** A blend of 4-11 YO bourbon from Indiana, 9 YO Bourbon from Tennessee, and 4+ YO Wheated Bourbon from West Virginia.
- **Distillation Process:** Continuous column distillation and pot distillation.
- **Aging:** 4 and 9-year old spirit
- **Source of grains:** IN Bourbon- grain from a variety of sources. WV Bourbon is non-GMO, 85% locally grown and processed grain.
- **Annual Production:** Around 50,000 bottles.
- **Tasting Notes:** Full of oak, dried cherries, vanilla, and cinnamon creating a signature mature bourbon nose. Sweet from the wheat and spice from the rye and a bit of leather round out the palate. Its viscosity creates a smooth and pleasant finish.
- Case Pack 6/750mL, UPC: 854570002250
- **Awards:**
 - **World Whiskey Awards:** Gold Medal
 - **Ultimate Spirits Challenge:** 96 points
 - **Whisky Advocate:** 90 points
 - **Spirits of the Americas Awards:** Bronze Medal
 - **Whisky Cast:** 91 points

Old Scout Straight Bourbon (99 proof)

Old Scout Bourbon is a high-rye straight bourbon whiskey, bottled at 99 proof. It is blended in limited, hand-selected batches without chill-filtration, and enjoys the bold character we think excellent bourbon should deliver.

- **Mashbill:** 60% corn, 36% rye, 4% malt. A high-rye bourbon.
- **Distillation Process:** Continuous column distillation.
- **Aging:** Approximately 5 years old, non-chill filtered.
- **Source of grains:** Grains from a variety of sources.
- **Annual Production:** 4,500 cases.
- **Tasting Notes:** Sweet and smooth, with notes of butterscotch, leather, and cherry pipe tobacco, it is exceptionally drinkable for 99 proof.

Case Pack 6/750 mL, UPC: 854570002052

Big Level Bourbon (100 Proof)

Big Level Bourbon is a wheated bourbon 100% mashed, distilled, aged, proofed, and bottled at the Smooth Ambler distillery in West Virginia. No chill filtration.

- **Mashbill:**
- 71% Corn, 21% Wheat, 8% Malted Barley
- **Distillation Process**
- Both continuous column and pot distillation
- **Aging**
- 5+YO spirit, aged in #4 char 53-gallon barrel
- **Source of grains**
- Grains from a variety of sources.
- **Annual Production**
- 3000, 53-gallon barrels per year.
- **Tasting Notes:**
- Toffee and pancake batter on the nose. With pleasant warmth in the mid-palate. Linger finish. Lots of pecan pie.
- 100 Proof: Case Pack
- 6/750mL, UPC: 854570002021

Smooth Ambler Old Scout Custom – A Custom Barrel Selection (proof varies)

A select, single barrel bourbon, hand selected by a limited number of customers, Old Scout Custom is bottled at a unique cask-strength with each release reflecting the exact barrel proof of the distinct cask in which the whiskey was aged.

- **Mashbill:** 60% corn, 36% rye, 4% malt. A high-rye bourbon.

- **Distillation Process:** Continuous column distillation.
- **Aging:** At least 5 years old, non-chill filtered.
- **Source of grains:** Grains from a variety of sources.
- **Annual Production:** Approximately 150 barrels selected and released, annually.
- **Tasting Notes:** Bold, sweet and spicy flavors with subtle apple, leather, and cherry pipe tobacco. Can be served neat or makes a heck of a cocktail.
- Case Pack 6/750mL, UPC: 854570002090
- **Awards:** Ask your friend's....

DISTRIBUTION:

- **US** – Pernod Ricard, USA
- **UK** – Maverick Brands
- **West Virginia** – Smooth Ambler Spirits, Co.

For more info, including bios, release dates, events, or other items, please contact:

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Amble Responsibly.