



FOR IMMEDIATE RELEASE

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Hard Truth Distilling Co. releases limited edition White Oak Reserve Rum Small Batch No. 2

New batch of the award-winning rum is exclusively available at Big Woods and Hard Truth Hills for limited time

Nashville, Ind. – Hard Truth Distilling Co., a distillery located on 325 acres in Southern Indiana, has released an exclusive second batch of Hard Truth White Oak Reserve Rum. This very rare, award-winning aged rum was released today with limited availability.

The second batch of Hard Truth White Oak Reserve Rum is a contemporary take on traditional flavors, blending the sweet character of Hard Truth’s molasses-heavy, Caribbean-inspired white rum with a distinct flavor imparted by aging in new, charred oak barrels - just like those used for the distillery’s whiskeys. The result is a unique, fruit-forward spirit with subtle qualities of bourbon.

“Hard Truth’s first White Oak Reserve Rum release in 2019 was the first aged spirit released from our distillery,” said Bryan Smith, Master Distiller and General Manager at Hard Truth Distilling Co. “After an overwhelmingly positive response, we began production of this exclusive small batch. We always strive to create complex and balanced flavors in our spirits. For this release, we were able to accomplish this complexity and balance by blending together five custom barrel profiles.”

Hard Truth White Oak Reserve Rum is bottled at 83 proof with a 41.5% ABV. The exclusive aged rum is available in 750 ML bottles with a suggested retail price of \$39.95 and will be available at all seven Big Woods locations and Hard Truth Hills.

“I cannot wait to share this limited batch of high-quality rum with everyone,” said Smith. “Our 2020 release of White Oak Reserve Rum finds a balance between the inherent sweetness of our



molasses and cane sugar rum and the smokey, rich oak characters that come from utilizing new charred and toasted white oak casks. New barrels aren't just for bourbon anymore.”

In the coming months, Hard Truth Distilling Co. plans to launch additional products including Hard Truth Distilling Co. Schoonover Straight Bourbon Whiskey and Indiana Straight Rye Whiskey.

Recipes for White Oak Reserve Rum and other various products are located on the official website: <https://hardtruthdistilling.com/spirits/white-oak-reserve-rum/>.

For more information on where to purchase Hard Truth White Oak Reserve Rum or any other Hard Truth product, visit the following link: <https://hardtruthdistilling.com/spirit-finder/>.

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About Hard Truth Distilling Co.

Headquartered in Nashville, Ind., Hard Truth Distilling Co distills Hard Truth rums, vodkas and gins, including top-selling Hard Truth Cinnamon Vodka and Hard Truth Toasted Coconut Rum. All of Hard Truth's spirits are distributed across Indiana and in parts of Illinois and Kentucky. Hard Truth was founded in 2015 and is one of three companies within the BWQOHT, Inc. umbrella. The second is Quaff ON! Brewing Co., which brews more than 40 craft beers, including well-known Busted Knuckle and Six Foot Blonde. The third is Big Woods Restaurants, which is also headquartered in Nashville, Ind., and has locations in Bloomington, Speedway, Noblesville and Franklin, Ind., plus three locations in Nashville, Ind. – Big Woods the Original, Big Woods Pizza and Big Woods Hard Truth Hills.

Media Contact:

Clare Leonard
cleonard@hiron.com
317-501-0334