

Whiskey Expansion!

Increased Demand Prompts Pennsylvania Whiskey Distiller to Expand Space and Personnel

After Five Years in Business, Dad's Hat Rye Grows Following Recognition from Whisky Advocate & Wine Enthusiast

Bristol, PA — On the heels of gaining Whisky Advocate's revered 2015 Craft Whiskey of the Year Award last December, as well as having their Rye Whiskey finished in Vermouth Barrels recognized by Wine Enthusiast as one of the Top 100 Spirits of 2015, Dad's Hat Pennsylvania Rye has expanded their distillery from 6,000 to 10,000 square feet and purchased new equipment, while also adding a regional sales person and an apprentice distiller to work under founders Herman Mihalich and John S. Cooper.

Five years after launching as the first whiskey distillery in PA since the 1980s, Mihalich and Cooper, whose company is known for consistently making every drop of whiskey from scratch since commencing operating, are adding employees and additional equipment, following an incredible increase in demand in light of the two highly respectable awards.

Cliff Oldfield, an experienced sales and marketing professional in the spirits business, has joined the company and serves as Brand Representative in New Jersey and New York. Travis Scott, who recently received his Masters Degree in Chemical Engineering from Drexel University, will help guide the installation of the new fermenters and chillers, and then support the use of this new production capacity.

"We're very excited to bring new people on board, and we know that Cliff and Travis have plenty to add to our company," said Cooper. "Our product has been in good hands since we started, and it will only continue to be that way after our expansion. This is a very exciting time for us."

Dad's Hat began shipping its first bottles in early June of 2012, which was just about a year after starting production at the Bristol distillery. Since then, the company has expanded sales to nearly 20 states, and over 25 countries overseas. The new production capacity, which will be expanded by a remarkable 250%, will allow the company to expand sales in markets it serves and to add new markets.

Dad's Hat only makes rye whiskey — a quarter cask aged rye, and two double woods (aged a second time in vermouth barrels and port wine barrels after aging in new oak barrels). This fall, a fourth expression will be added to the range with the introduction of Dad's Hat Pennsylvania Straight Rye Whiskey. This whiskey, aged between 3 and 4 years in 53 gallon new oak barrels, will be an important addition to the company's rye whiskey lineup.

In addition to gaining the recognition from Whisky Advocate and Wine Enthusiast, Dad's Hat Rye Whiskey Finished in Port Wine Barrels also received a Gold Medal and a 91 rating from the Beverage Tasting Institute this year.

"It was a fundamental game changer," Cooper said of the Whisky Advocate award. "The phones have been ringing off the hook. Demand is a wonderful problem to have, but as the interest level is going up, under no circumstance, will we reduce our quality."

Located in Bristol, PA, the Dad's Hat Pennsylvania Rye Whiskey distillery — owned and operated by Mountain Laurel Spirits LLC — carries on a Pennsylvania tradition of whiskey production dating back to the early 1800's. In addition to Dad's Hat Pennsylvania Rye Whiskey, and Dad's Hat Pennsylvania Rye Whiskey Finished In Vermouth Barrels, MLS also produces Dad's Hat Pennsylvania Rye Whiskey Finished in Port Wine Barrels, Dad's Hat Pennsylvania Straight Rye Whiskey (3-Year-Old), and Dad's Hat Pennsylvania White Rye. Learn more about Dad's Hat Pennsylvania Rye Whiskey distillery by visiting <http://dadshatrye.com>.

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