

# Old Fitzgerald®

## OLD FITZGERALD KENTUCKY STRAIGHT BOURBON WHISKEY

- An historic brand which dates back over 120 years, Old Fitzgerald “Prime” Bourbon enjoys a nationally recognized reputation.
- Made with a “whisper of wheat” instead of the more traditional rye grain, Old Fitzgerald offers a unique and well-loved taste profile.
- Today, Master Distillers Parker and Craig Beam have preserved the traditional formula and techniques, while adding the benefits of seven generations of Bourbon distilling expertise.
- With its wheat formula and historic roots, Old Fitz is well positioned to take advantage of heightened consumer interest in premium Bourbons.
- The Straight American Whiskey category experienced its ninth straight year of growth in 2011 with 15.7 million cases sold. Premium offerings will continue to outpace the overall category as the economy turns the corner.
- **Old Fitzgerald Prime**
  - Old Fitz “Prime” Bourbon is bottled in 1.75 liter, 1.0 liter, 750 ml, 375 ml and 200 ml sizes.
  - Old Fitz “Prime” is supported by attractive attention-getting point-of-sale for the shelf and floor.
- **Very Special Old Fitzgerald**
  - Very Special Old Fitz is a critically acclaimed super-premium Small Batch Bourbon. In their authoritative work *The Book of Bourbon*, Gary and Mardee Regan state that “the balance in this bottling is as perfect as any we tasted” and award it their highest recommendation.
  - Very Special Old Fitzgerald, at 12 years old and 90 proof, is bottled in the 750 ml size.
- **Old Fitzgerald 1849**
  - Old Fitzgerald 1849 is mellow and sophisticated with fruity sweet and crisp overtones. The finish is soft, long and soothing.
  - Old Fitzgerald 1849 is bottled at 90 proof in the 750 ml size.
- **Old Fitzgerald Bottled in Bond**
  - Old Fitzgerald Bottled in Bond meets exacting U.S. government standards for age and proof.
  - Old Fitzgerald Bottled in Bond is bottled at 50 percent alcohol by volume (100 proof) and is available in 1.75 liter, 1.0 liter, 750 ml, 375 ml and 200 ml sizes.
- Distilled by the Old Fitzgerald Distillery, Louisville, KY, a subsidiary of Heaven Hill Distilleries, Inc., Bardstown, KY

