



CONTACT:

Chad Staehly

chad@lacrossedistilling.co

970.231.2603

129 Vine Street | La Crosse, WI 54601

PRESS RELEASE FOR IMMEDIATE RELEASE

11/18/2020

LA CROSSE DISTILLING CO. RELEASES NEW HOLIDAY SPIRIT

(LA CROSSE, WISCONSIN, NOVEMBER 18, 2020) La Crosse Distilling Co. is pleased to announce the release of a limited edition holiday spirit called **Christmas Gin**. The gin was given a special twist at the end of the distillation process by adding in black currants, which gives the spirit a red hue and a bright flavor. Patrons will be able to purchase bottles of batch 001 beginning Saturday, November 21, 2020. The distillery will be celebrating the release with a special cocktail feature **Holiday Tonic** and offering free samples all day. This release is part of their ongoing *Limited Edition House Series* that gives the distillery a chance to create small batches of specialty liquors which can only be purchased at the distillery's tasting room.

Co-founder of the company, Chad Staehly, shares, "our team was discussing what we could do for the holiday season as far as a special release and the idea of a red colored spirit came up. Serendipitously enough, a customer had just dropped off some black currants they had harvested and offered some of them to us. After a bit of playful experimentation, we decided that the currants married well with our Fieldnotes Gin (distilled at a slightly higher proof) and provided a red color to the liquor. We hope people will have some fun with this colorful and delicious spirit for their holiday celebrations!"

Our Fieldnotes Gin with a black currant twist inspired this small batch of holiday spirit. Surround yourselves with loved ones, be merry and cheers to the new year with a pour of our limited edition Christmas Gin. Merry Christmas and Happy New Year.

At La Crosse Distilling Co. we source our water locally from the region's glacial aquifers, seek only the finest organic ingredients and obsess over every detail; making each of our spirits a unique expression of a particular place, a farmer's passion and our careful work. Join us at our new geothermal powered distillery and tasting room where *Genuine Wisconsin Spirit* is captured in every sip.