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PRESS RELEASE FOR IMMEDIATE RELEASE

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LA CROSSE DISTILLING CO. RELEASES NEW COFFEE FLAVORED WHISKEY

(LA CROSSE, WISCONSIN, APRIL 15, 2021) La Crosse Distilling Co. is pleased to announce the release of a limited edition coffee flavored whiskey called **Espresso Yo'self**. Single origin organic espresso beans from Wonderstate Coffee (Viroqua, WI) and a touch of organic maple syrup from B&E's Trees (Viroqua, WI) were blended with their state-wide distributed High Rye Light Whiskey to create this cold press whiskey. Patrons will be able to purchase bottles of batch 001 beginning Saturday, April 17, 2021. The distillery will be celebrating the release with a special cocktail feature 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, "We had been experimenting with creating a coffee spirit for the last couple of years and we feel like we finally found a fun and flavorful way to do it. We're also excited to be able to utilize coffee and maple syrup from some of our local friends to play along with our light whiskey."

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.