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PRESS RELEASE FOR IMMEDIATE RELEASE

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LA CROSSE DISTILLING CO. RELEASES NEW STRAIGHT RYE WHISKEY

(LA CROSSE, WISCONSIN, JUNE 8, 2021) La Crosse Distilling Co. is pleased to announce the release of a limited edition straight rye whiskey called **High Hawk Straight Rye Whiskey**. This single barrel high rye whiskey was hand-picked to celebrate the inaugural album release from **The High Hawks**. Patrons will be able to purchase bottles of the first two barrels released beginning this Saturday, June 12 at the distillery's tasting room.

Shortly after opening La Crosse Distilling Co., the founding members were presented with an opportunity to help another Wisconsin distillery by acquiring a portion of their whiskey barrels. One of many mash bills that caught their attention was a high rye whiskey, which now has been aging in our rickhouse for the last several years. High rye whiskeys are primarily rye-based mash bills which creates a deep character and richness. **High Hawk Straight Rye Whiskey** will be rolled out one barrel at a time as single barrel selections. While the mash bills between each batch will be similar, each batch will all have its own subtle and unique flavor profiles depending on where the barrel was located in our rickhouse.

Co-founder of the company, Chad Staehly, shares, "When we started plans for La Crosse Distilling Co. we always knew we wanted to incorporate music into what we did as much as possible. We're excited to collaborate with this newly formed all-star band The High Hawks and celebrate their first album release. This is also our first ever single barrel whiskey release, it's a celebration of firsts. Grab the new album, grab a bottle, cue up the stereo and have a pour of High Hawk Rye!"

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 geothermal powered distillery and tasting room where *Genuine Wisconsin Spirit* is captured in every sip.