

SEVENTY TWO



STRAIGHT BOURBON WHISKEY

After spending thirty-five years in the whiskey business, I developed a deep appreciation for fine whiskey. High quality bourbon became my whiskey of choice. More importantly, I was fortunate enough to be able to share this passion with my son, Brian. We were also able to share an enthusiasm for sports, as well as a love and a friendship that eclipses any words in the English language.

Unfortunately, on August 13, 2016, my son passed away in his sleep at the age of twenty-nine. With Brian in mind, I was motivated to embark on a search for a bourbon that would deliver exceptional quality for the most discriminating palates without breaking the bank. This small batch bourbon is now available to bourbon enthusiasts throughout the country. My belief in this bourbon is so strong that I named the brand SEVENTY TWO, which is the jersey number that Brian wore with so much pride and commitment.

In closing, I have a few words for my son:

*To the many happy memories that we shared,
To the many lives you touched so profoundly,
To my favorite whiskey drinking friend,
To the game you gave your all,
To my son and #72,
This whiskey was made in remembrance of you.*

