Packaging Award Entry Descriptions

Hard Truth Sweet Mash Rye 4YO Whiskey

Mash Bill #1

106 Proof | 53% Alc. By Vol.

Credits:

Liquid: Master Distiller, Bryan Smith

Bottle Design: Dave Scott, Torrey Ratay, Bryan Smith

Glass Manufacturing: Liquorbottle.net

Label Printing and Production: Blue Label

In 2018, Hard Truth Distilleries began the creation of its namesake brown spirit. From Mash Bill to Barrel Aging, this would be the first fully-realized offering, hand-crafted by Master Distiller Bryan Smith, inspired by the legacy of the pioneers of Brown County, Indiana. So too began the development of a bespoke package reflective of that same legacy, the determination of its first generations, and the hard work of building something greater.

Historical flasks inspired the custom glass. Its broad shoulders, height, and heavy punt convey the pride and quality of Hard Truth's whiskey craftsmanship. Produced with intentional imperfections, the glass itself speaks to the hand-crafted nature of the liquid inside. Each cork is unique and unmanufactured, made from the raw materials of the outer bark of the Cork Oak Trees. The neck's bulbed crown and thick lip are traditional to vintage spirit bottle manufacturing designed to accept the natural expansion of the cork, ensuring a solid seal and the preservation and quality of the liquid inside. The back of the bottle includes a full emboss of Hard Truth's unique process, "Distilled with the Finest Grains & Waters by Indiana's Sweet Mash Pioneers."

Printed on fine linen paper with opaque inks, foil stamping, and heavy embossing, the label colors contrast the golden ambers of the rye whiskey. Produced in two parts, they allow for the maximum presentation of the liquid inside. The primary label proudly features the Hard Truth logo, the "SWEET MASH RYE" expression, and the Barrel Strength and Uncut and Unfiltered finishing in vintage type styling. The secondary label indicates the Mash Bill 1, a Distiller's description, and imprints share the unique production notes and batch size of Hard Truth's first fully-produced offering. The bottle is finished with a hand-applied "Sweet Mash Pioneers" simulated wax seal.

Each bottle is the manifestation of Brown County's unique whiskey legacy - a celebration of nature's gifts and our forefathers who worked this land, grew our community, and shared their unique ethos of discovering the best of life hidden in the Hard Truths. Our Sweet Mash Rye is a historic whiskey experience, born of only the finest sourced grains, historic Brown County waters, and the unique flavor of the Indiana terroir. Barrel-aged and finished in hand-crafted oak, our rye spirit is painted in warm amber tones of flame, masterfully exploited to seduce the sugars and caramel flavors from the tannins of the charred wood. The result is a legendary whiskey experience, full of light, fruity aromatics on the pallet front with a smooth taste and a fiery finish.