

## **Barleycorn Awards submission: Headliner:**

In celebration of New Riff Distilling's 10th anniversary, the distilling team set out to create something truly special — an expression that honors a decade of craftsmanship, creativity, and community. The result was Headliner.

The inaugural release features a master blend of New Riff's first ever distilled bourbon, aged for 10 years, alongside rye and single malt whiskeys. Together, they form a "supergroup" that reflects New Riff's flagship bourbon mashbill of 65% corn, 30% rye, and 5% malted barley.

The packaging is as distinctive as the whiskey itself. Drawing inspiration from the vibrant energy of 1970's concert posters, the label was designed by Northern Kentucky branding agency Dewhaus, and hand-screen printed by Cincinnati-based DIY Printing. Additional printing was done by local print shops Otto's Printing, Steinhauser Custom Label Printing and Powerhouse Factories.

To further amplify the artistic impact, each bottle was paired with an 18x24, individually numbered, hand screen printed poster that matches the bottle design. Both the poster and the label ink were infused with New Riff bourbon. This thoughtful design not only connects Headliner to the creative roots of the region but makes every bottle a collectible piece of art. A QR code on the back label directs customers to a page with more information and a custom playlist that was inspired by the blend.

Headliner is more than just whiskey; it's a distillation of New Riff's values in innovation, collaboration, and community impact. With each bottle sold, \$125 was donated to three local charitable organizations: Brighton Center, Green Umbrella and Horizon Community Funds, raising over \$100,000 through sales and raffle entries, leaving a lasting impact far beyond the glass.



BLENDING EXPERIENCE \*

# HEADLINER

A BLEND OF WHISKEYS  
\* 2024 RELEASE \*



\* PRESENTED BY \*

NEW RIFF

114.6 PROOF | 57.3% ALC/VOL | 750 ML

BARREL PROOF WITHOUT CHILL FILTRATION



2024 RELEASE

SCAN FOR MORE INFO!



# HEADLINER

A NEW RIFF ON AN OLD TRADITION

Since our founding in 2014 we've focused on making great whiskey as a vehicle for good. Our inaugural Headliner release exemplifies this mission - sampling our full distilling catalog to create a supergroup of whiskeys. This year's Headliner is anchored by our first ever bourbon whiskey, now ten years old.

## 2024 RELEASE

Our 2024 release reflects our flagship bourbon mashbill, vating together 65% Bourbon Whiskey, 30% Rye Whiskey and 5% Single Malt Whiskey. The resultant blend highlights a rich balance of rye spice, warmth from the extra years in the barrel and touch of dark fruit. With proceeds from each bottle going to local charitable organizations, this is a blend worthy of top billing.

45%	20%	30%	5%
10 YEAR OLD BOURBON WHISKEY	9 YEAR OLD BOURBON WHISKEY	9 YEAR OLD RYE WHISKEY	7 YEAR OLD SINGLE MALT WHISKEY

FINISHED IN A CLAY COOKED SHERRY BARREL



DISTILLED, AGED, AND BOTTLED BY  
NEW RIFF DISTILLING  
NEWPORT, KY | DSP-KY-20016

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



BLENDED EXPERIENCE

# HEADLINER

A BLEND OF WHISKEYS

★ 2024 RELEASE ★



• PRESENTED BY •

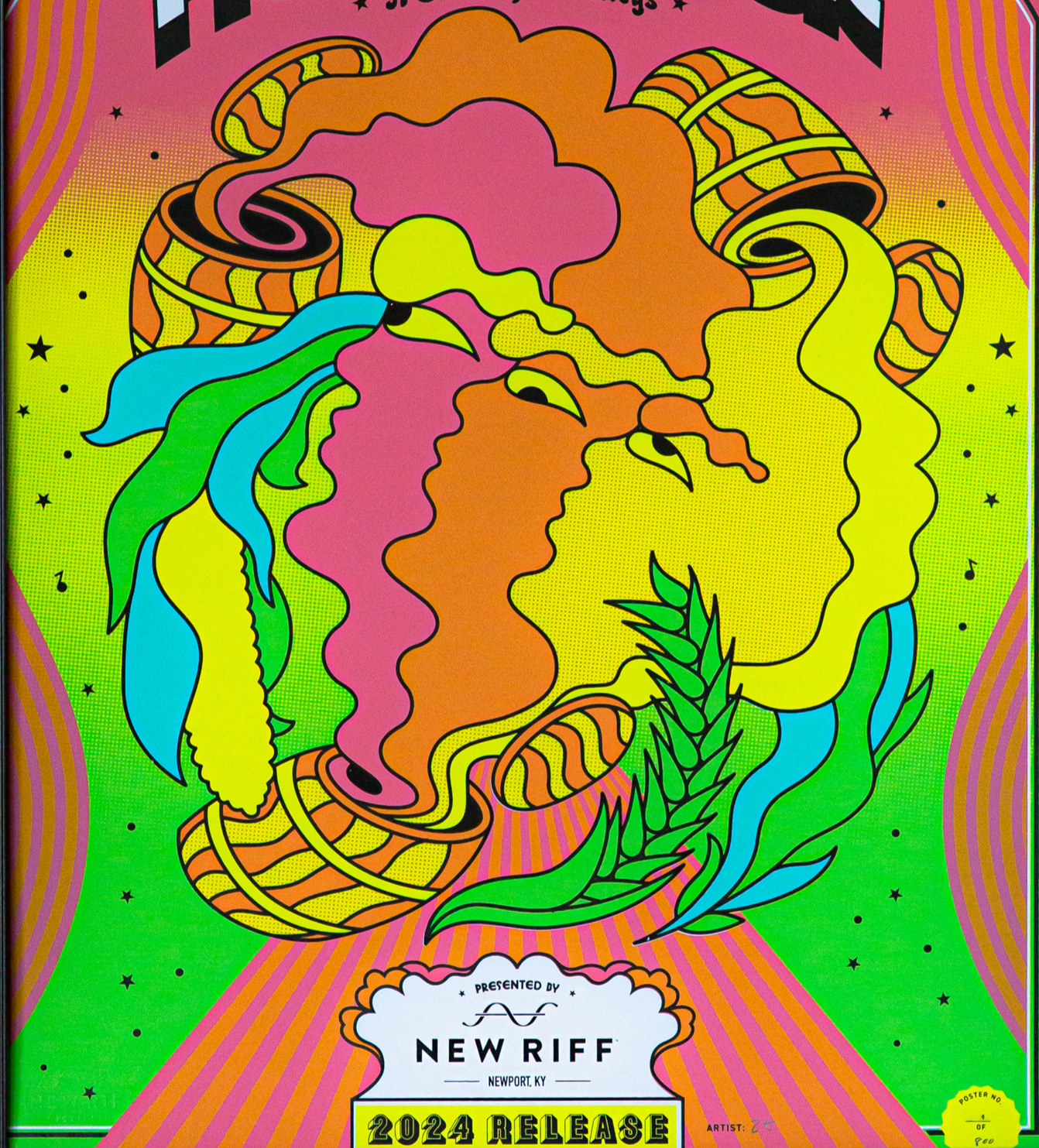
NEW RIFF

114.6 PROOF | 57.3% ALC/VOL | 750 ML

BARREL PROOF WITHOUT CHILL FILTRATION

# HEADLINER

★ A Blend of Whiskeys ★



PRESENTED BY  
*NEW RIFF*  
NEWPORT, KY  
**2024 RELEASE**

ARTIST: Z...

POSTER NO.  
1  
OF  
2