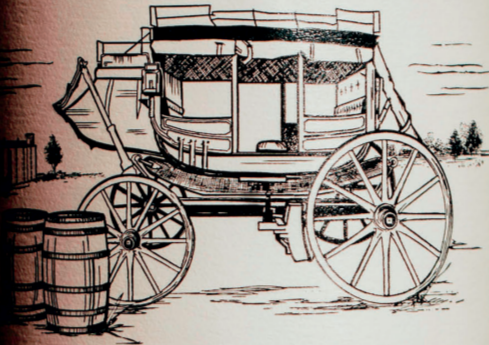


SMALL BATCH
100 PROOF

Distillery Site Since 1856

BEN HOLLADAY



**MISSOURI STRAIGHT
BOURBON WHISKEY**

BOTTLED-IN-BOND

UNDER U.S. GOVERNMENT SUPERVISION



OVERVIEW

This six-year, bottled-in-bond bourbon is aged in a level three, charred, white oak barrel and is non-chill filtered. Each batch is pulled monthly from barrels spread out on different floors of a seven-story rickhouse and blended by our master distiller to match our strict criteria for flavor profile.

Our Story

The Holladay Distillery was founded in 1856, making it both the oldest distillery in the state of Missouri and the oldest distillery west of the Mississippi still operating on its original site. The property sits on active limestone springs that were first charted by Lewis and Clark in 1804, more than fifty years before Ben Holladay purchased the land that would later become his legacy.

Ben Holladay Bourbon is classified as a Real Missouri Bourbon under a 2019 law requiring that any whiskey labeled as Missouri bourbon must not only meet the federal standards for bourbon, but also be mashed, fermented, distilled, aged, and bottled in the state; aged in oak barrels manufactured in the state; and — beginning January 1, 2020 — made with corn exclusively grown in the state. It is also Bottled-in-Bond, a rare and prestigious designation in the distilled spirits industry, signaling that the product is distilled, aged, and bottled in the same location and assuring a mark of authenticity.

This six-year-old, Bottled-in-Bond, Real Missouri Bourbon is crafted with the same mash bill that was developed by Ben Holladay in 1856. This whiskey represents the perfect union of distilling tradition and modern-day production.

Bottled-in-Bond

To be labeled bottled-in-bond, a whiskey must meet the following criteria:

1. Product of a single distiller in a single season—spring (January to June) or fall (July to December)
2. Aged for a minimum of 4 years in a federally bonded rickhouse
3. Bottled at 50% ABV / 100 proof in the same location it was distilled

