

2019 John Barleycorn Awards

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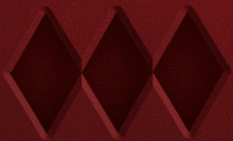
Bourbon's Older Brother

1909

SAGAMORE SPIRIT.



BOURBON'S OLDER BROTHER



Rye whiskey was distilled by America's original risk-takers and history-makers. The bold spirit of choice for patriots and pioneers was made by the barrel-full in colonial Maryland. Our team at Sagamore Spirit is reviving and revolutionizing Maryland-Style Rye. Smooth, approachable and full of flavor. Try it for yourself.

Join our quest to tell the full story of American Whiskey. Share what you know. We'll share it with the world.

Visit WhiskeyWiki.us

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Savour our spirit responsibly. © Sagamore Whiskey, LLC, Baltimore, MD 21230.
Sagamore Spirit® Straight Rye Whiskey, bottled at 41.5% ABV (83 Proof).



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SAGAMORE SPIRIT AD CAMPAIGN

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WHISKY ADVOCATE

**THE TASTING
PANEL MAGAZINE**

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**BILLBOARD ON I-65 IN LOUISVILLE
DURING KENTUCKY DERBY SEASON**



~410K Weekly Impressions

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CAMPAIGN BUTTONS



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CAMPAIGN TEAR CARDS

**HOW MANY DISTILLERIES WERE
IN MARYLAND BEFORE
PROHIBITION?**

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SHARE WHAT YOU KNOW. WE'LL SHARE IT WITH THE WORLD. VISIT WHISKEYWIKI.US

**TEAR HERE TO REVEAL
THE ANSWER**

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HOW MANY DISTILLERIES WERE IN MARYLAND BEFORE PROHIBITION?
44 Distilleries, with 22 in downtown Baltimore alone.

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**HOW OLD WAS MARYLAND WHEN
KENTUCKY WAS FOUNDED?**

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HOW OLD WAS MARYLAND WHEN KENTUCKY WAS FOUNDED?
158 years old! Maryland was founded in 1634 and
Kentucky was founded in 1792.

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**WHERE DID BASIL HAYDEN
LEARN TO DISTILL?**

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WHERE DID BASIL HAYDEN LEARN TO DISTILL?
Southern Maryland

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**WHAT YEAR DID THE BEAM
FAMILY EMIGRATE FROM
MARYLAND TO KENTUCKY?**

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WHAT YEAR DID THE BEAM FAMILY EMIGRATE FROM MARYLAND TO KENTUCKY?
1790. Jacob and Mary Beam moved from Western Maryland to
Kentucky. They brought their still equipment with them.

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SAGAMORE SPIRIT FEATURED IN THE NEW YORK TIMES

**MARYLAND RYE WHISKEY HAS FINALLY RETURNED.
BUT WHAT WAS IT IN THE FIRST PLACE?**

The New York Times



Andrew Mangum for The New York Times

“Now, with rye sales growing at double-digit rates, a new generation of distillers sees an opportunity to put Maryland whiskey back on the map.”

—Clay Risen, New York Times

**What was Maryland Rye?
What is it now?**

New York Times Deputy Editor, Clay Risen takes an in-depth look at the history of Maryland-Style Rye Whiskey, with Sagamore Spirit at the forefront.

This is a spirit steeped in history and mystery. Try it for yourself and share it with the world.



Andrew Mangum for The New York Times

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