This bottle was commissioned to celebrate JOHN PRINE, one of the most prolific and popular singer songwriters of all time. John passed away due to Covid in 2020. His family created a week long celebration called YOU GOT GOLD, held from October 7–12, 2022 in Nashville, Tennessee, to honor his life and give fans a chance to get together for the first time since the pandemic began.

Limited to 6,000 bottles, they were available for purchase in select Nashville retail shops, online via The Bard Distillery website, or during a one day only availability at the distillery gift store in Muhlenberg County, Kentucky.

Proceeds from the bottles benefited The Hello In There Foundation. See attached press release for details.

The Cardinal & branch artwork was the primary emblem of the You Got Gold event, and were designed by Oh Boy Records. We added an emboss and foil on the cardinal to make it stand out and shine on the physical label.

The primary design concept of the label is to replicate one of John's acoustic guitars. The background is a wood grain replicating the guitar top, with the center black area representing the sound hole. The border around the label and sound hole, as well as John's name, is made to replicate Mother of Pearl trim commonly found on high end acoustics.



The descriptive copy on the back label is is bordered by the phrase "HELLO IN THERE, HELLO" for a specific reason. The Hello In There Foundation was named for John' s song "Hello In There", which focuses on the elderly and how they are often marginalized and forgotten. See attached lyric sheet.

The descriptive copy on the back label was written by Thomas Bard, co-founder of The Bard Distillery.

## HELLO IN THERE

Thank You for being a part of YOU GOT GOLD 2022! Through a series of musical events by some of the world's greatest artists, we celebrate the music, life, and legacy of John Prine.

In reality, though, YOU GOT GOLD is a celebration of YOU. What made John such a gift was his ability to shine a light on the human condition; often comical, frequently confounding, but always worth the study. John had the ability to find the common thread that connects us all. He was right; it's a big ol' goofy world, but never so big that a friend can't be found close by.

Proceeds from this limited release bourbon benefit The Hello In There Foundation, an initiative established by John's family to honor his memory and continue the love, kindness and generosity he shared with the world.

Muhlenberg Bourbon comes from Muhlenberg County, Kentucky, a special place to John and the subject of his song "Paradise". To celebrate the Spirit of John Prine, we're humbled to share the Spirit of Muhlenberg with you.

HELLO



## HELLO IN THERE (John Prine )

We had an apartment in the city Me and Loretta liked living there Well, it'd been years since the kids had grown A life of their own, left us alone John and Linda live in Omaha And Joe is somewhere on the road We lost Davy in the Korean war And I still don't know what for, don't matter anymore You know that old trees just grow stronger And old rivers grow wilder every day Old people just grow lonesome Waiting for someone to say, "Hello in there, hello"

Me and Loretta, we don't talk much more She sits and stares through the back door screen And all the news just repeats itself Like some forgotten dream that we've both seen Someday I'll go and call up Rudy We worked together at the factory What could I say if he asks "What's new?" "Nothing, what's with you? Nothing much to do" You know that old trees just grow stronger And old rivers grow wilder every day Old people just grow lonesome

So if you're walking down the street sometime And spot some hollow ancient eyes Please don't just pass 'em by and stare As if you didn't care, say, "Hello in there, hello"