

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.

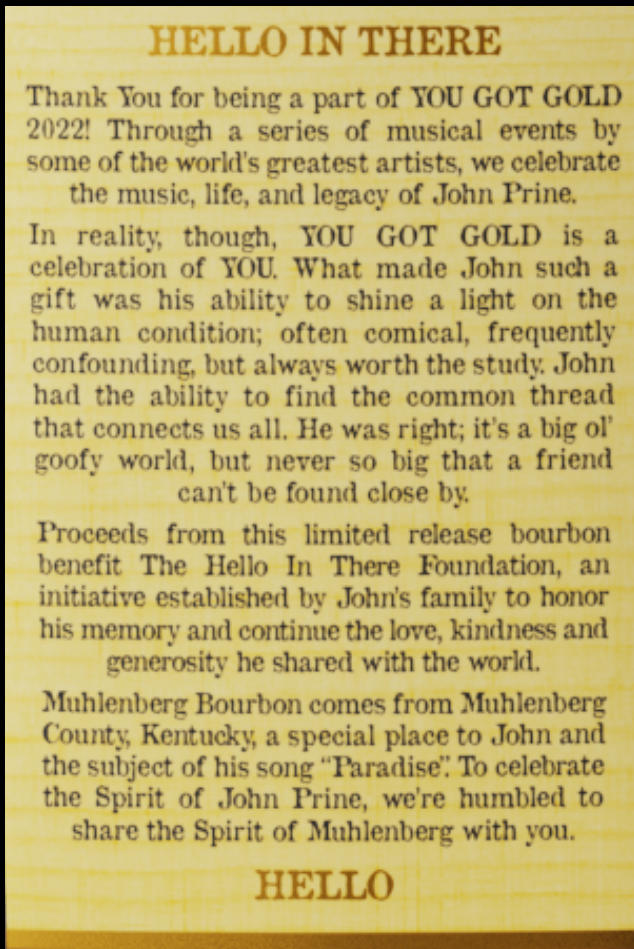
The Cardinal & branch artwork was the primary emblem of the You Got Gold event, and were designed by Oh Boy Records. We added an emboss and foil on the cardinal to make it stand out and shine on the physical label.

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 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

(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  
Waiting for someone to say, "Hello in there, hello"

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"