

2019 John Barleycorn Awards

MARKETING/PROMOTION CAMPAIGN

1300 | Branding

Branding By Sagamore Spirit






Thank you so much for your interest in Sagamore Spirit. We're committed to an international initiative, with a mission to inspire a global passion for Maryland Rye Whiskey.

Since 2016, the team has worked diligently to share the Spirit of Sagamore with our US partners and consumers. We've launched seven different expressions, created unique mash bills, and discovered exceptional flavors from rare barrel finishes.

Inspired by Maryland's great Rye Whiskey distillers who came before us, the following pages demonstrate our commitment to build a global brand through our people, our craft, and our distillery.

We hope you feel the Spirit of Sagamore. It lives in the passion and hard work of our teammates, in our beautiful distillery that welcomes visitors to Baltimore's new waterfront, and in our brand, that reminds each person who enjoys our whiskey, a great spirit lies within them, too.

Brian T. 
Bill McDermond

Brian Treacy, Kevin Plank, & Bill McDermond



SAGAMORE SPRING HOUSE



The Spirit of Sagamore's Straight Rye Whiskey bubbles beneath the Sagamore Farm Spring House built it 1909—naturally filtered spring water fed from a limestone aquifer. This same water fuels the farm's champion thoroughbreds and cuts the rich spice of our rye grain, creating a spirit as

revolutionary as the risk-takers and history-makers who came before us.

The Sagamore story is one of passion, of old meeting new, and crafting a timeless American whiskey, as pure as the Sagamore streams.



SAGAMORE'S BEGINNINGS



Once owned by the Vanderbilt family, Sagamore Farm was the heartbeat of the nation's equine industry, home to champions such as Bed O' Roses, Discovery, and Native Dancer. Every horse in the 2008 Kentucky Derby could be traced back to Native Dancer. But time took its toll on the farm, and it fell into disrepair.

In 2007, Kevin Plank—founder and CEO of Under Armour—acquired the 530-acre Sagamore Farm, a storied and bucolic place. Where others

saw worn fences and withering pastures, Plank saw an opportunity to help reenergize Maryland's horseracing tradition. And the winning history of the farm excited him.

The Farm's spirit is legendary, both in its antiquity and its relentless pursuit to win. And now, this powerful tradition stretches beyond the track, to another celebrated Maryland industry—Rye Whiskey.

In the early 1900s, Maryland Rye Whiskey was worth its weight in gold. Police caravans escorted respected rye brands up and down the east coast, while port cities celebrated the return of tall ships whose hauls proudly read "Baltimore, Maryland." Synonymous with quality and class, Maryland Whiskey quenched the thirst of the nation.



STATE-OF-THE-ART DISTILLERY



To inspire a global passion for Maryland Rye Whiskey, we needed a hub. So, in 2017, we opened our five-acre waterfront distillery in Baltimore's Port Covington neighborhood. It houses the world's only 40-foot mirrored-finished copper column still. Sagamore's iconic 130-foot water tower holds the unique spring-fed water from Sagamore Farm, transported 22 miles to the distillery.

Our distillery connects us to a storied past only Maryland Rye Whiskey can claim. We are committed to putting Maryland back on the map as the premier distiller of Rye Whiskey. That's the Spirit of Sagamore.





DISTILLATION PROCESS



Our innovation team is committed to making the best rye whiskey out there. A tall order? Yes. Impossible? No.

They're masters of precision, utilizing the individual characteristics of corn, rye, and malted barley to create two distinct and flavorful mash bills. Intricacies matter and the team takes great care to perfect each step of the process.

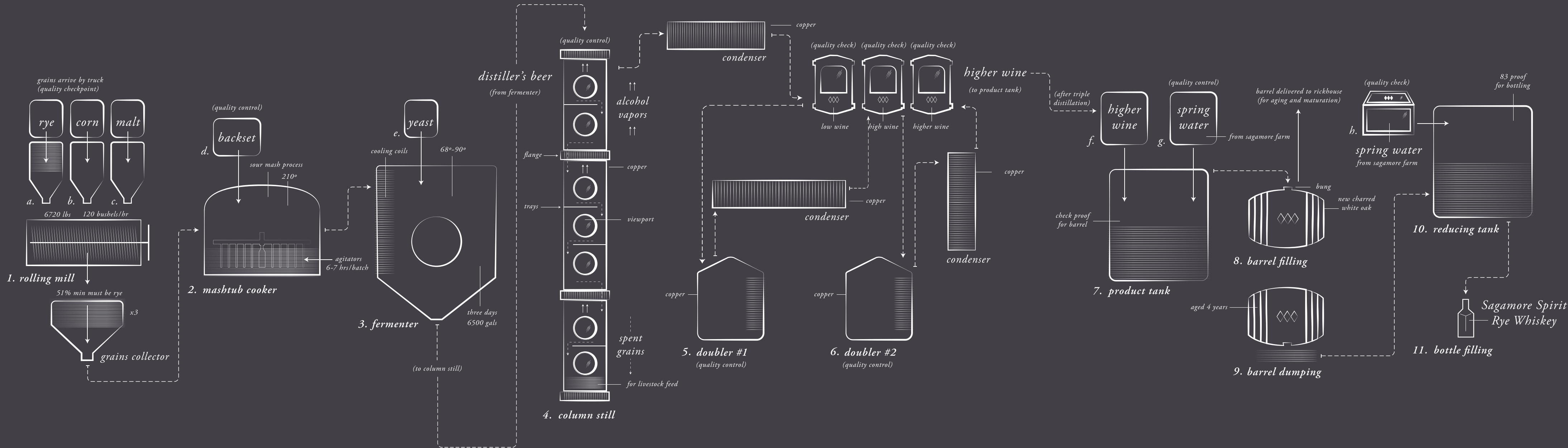
Then, it's onto our signature triple distillation process—first through our 40-foot continuous copper column still, and then twice more, through

two copper doublers. By triple distilling, we raise the proof and purify the spirit, creating an aromatic 'white rye' that is now ready for charred American Oak barrels.

After at least four years of aging, these two separate mash bills are blended together to create our Maryland-Style Rye Whiskey—approachable, smooth, and cut with limestone spring water.



DISTILLATION PROCESS





AGING BARN



Our Maryland-based aging barns are sacred ground. They serve as a home for our Maryland-Style Rye Whiskey as it marries, melds, and ages over four years. Summer temperatures in the Mid-Atlantic reach peak heat and humidity in July and August, and drop below freezing before the December holiday. These weather swings are ideal for whiskey-aging, allowing the spirit to seep

deep into the sugars of the charred staves in the summer, and contract back into the barrel in the winter. Aging barns represent the juxtaposition of antiquity and modernity in a single room—there's no rushing the process, even for a product as innovative as ours.





HANDS-ON BOTTLING



Our cheerful team of 12, filling, inspecting, and labeling each individual bottle is far from the impersonal bottling machinery of industrial distilleries. We never doubt our hands-on process; the human element ensures that quality remains paramount and the final details of our Maryland-Style Rye demonstrate our commitment to establishing a new global spirit.

We share this process with our tour groups who get to sign their own batch label as part of their tour experience. Now it's their turn to sweat the details. We're often asked, "How do you do this for every bottle?" Our answer: "There's no other way."



SIGNATURE 83-PROOF STRAIGHT RYE WHISKEY



Every bottle of Sagamore Spirit 83-Proof Straight Rye Whiskey is made with the unique water from our *Spring House at Sagamore Farm*.

Filtered through a limestone aquifer, this water helps craft a *perfectly balanced spirit*—versatile enough for cocktails, but smooth enough to savour on its own.

83
PROOF

41.5%
ALC/VOL

4-5
YEARS AGED



Traditional Maryland-Style Rye Whiskey. Candied dried orange peel with approachable notes of clove and nutmeg. Lingering hints of walnut and brown sugar to finish.



Vanilla, caramel, and baking spices.



Golden straw, hay bale.





AWARDS & ACCOLADES



SIPS AWARD

2016 | Platinum
2016 | Gold - Packaging

THE FIFTY BEST

2018 | Gold
2016 | Gold

AMERICAN DISTILLING INSTITUTE

2017 | Gold

DENVER SPIRITS COMPETITION

2017 | Silver

SAN FRANCISCO WORLD SPIRITS COMPETITION

2017 | Silver

NEW YORK WORLD WINE & SPIRITS COMPETITION

2018 | Silver

NEW YORK INTERNATIONAL SPIRITS COMPETITION

2018 | Bronze, 90 points
2016 | Silver
2016 | Maryland Distillery of the Year

SAN DIEGO SPIRITS FESTIVAL

2017 | Bronze
2016 | Silver

AMERICAN CRAFT SPIRITS ASSOCIATION

2017 | Bronze





CASK STRENGTH STRAIGHT RYE WHISKEY



Made with just a splash of our unique spring water from Sagamore Farm, this *cask strength whiskey explodes in color and flavor.*

A proud winner of Double Gold from the prestigious San Francisco World Spirits Competition, Sagamore Spirit Cask Strength Straight Rye Whiskey is perfect on the rocks or in your favorite cocktail.

112-114
AVERAGE PROOF

4-5
YEARS AGED



Smooth dark chocolate paired with intense notes of black pepper and brown sugar. A light hit of honey for balance.



Bold cinnamon with lingering aromas of clove and vanilla.



Dark golden hay, soft gold.



AWARDS & ACCOLADES



SAN FRANCISCO WORLD SPIRITS COMPETITION
2017 | Double Gold

DENVER SPIRITS COMPETITION
2017 | Double Gold

NEW YORK INTERNATIONAL SPIRITS COMPETITION
2018 | Gold, 92 points

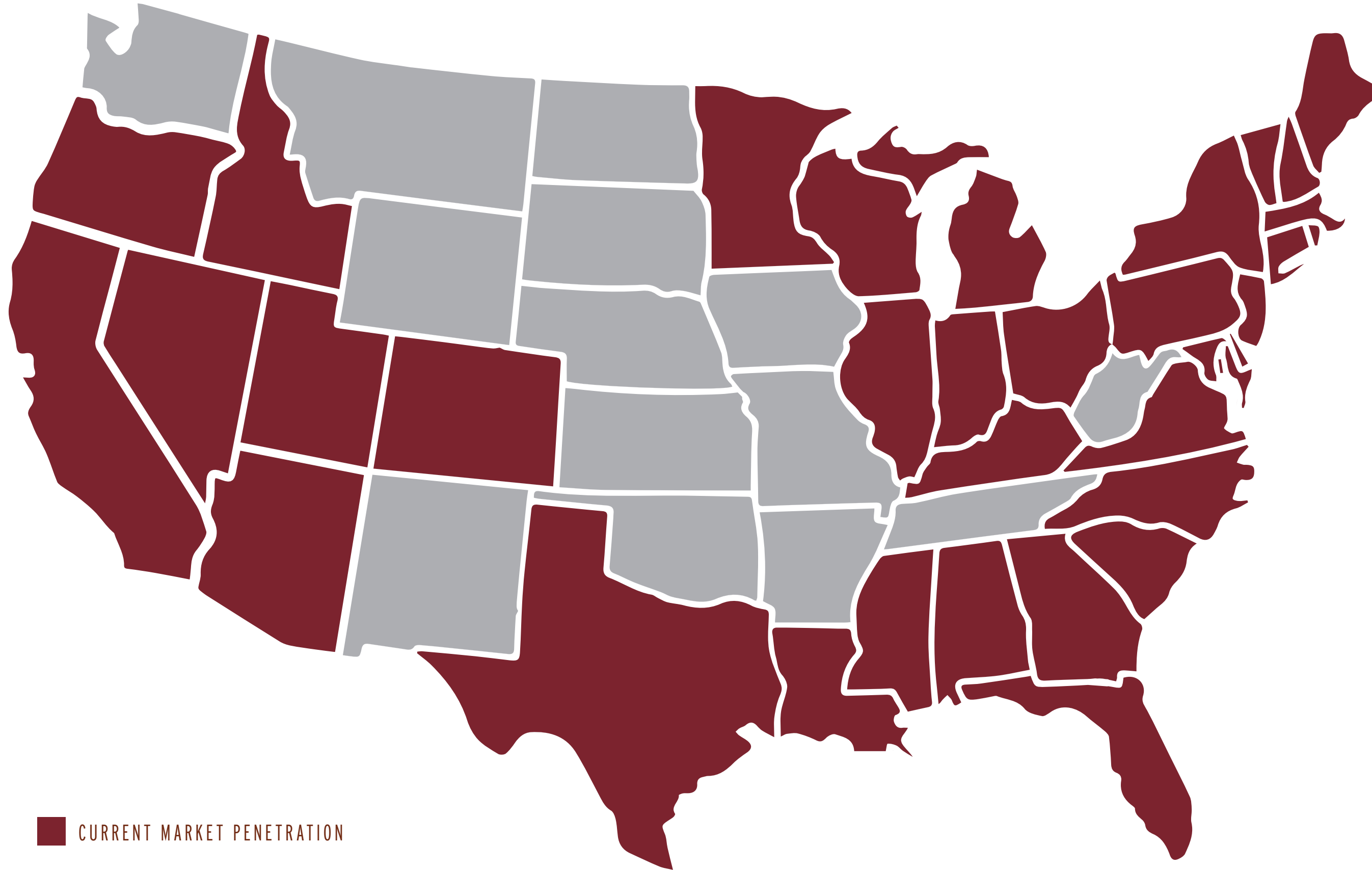
WINE & SPIRITS WHOLESALERS OF AMERICA
2018 | Gold

AMERICAN DISTILLING INSTITUTE
2017 | Gold

THE FIFTY BEST
2018 | Gold

AMERICAN CRAFT SPIRITS ASSOCIATION
2017 | Silver

SAN DIEGO SPIRITS FESTIVAL
2018 | Silver



SAGAMORE ACROSS THE NATION



Our world-class sales team sets the stage for strategic and efficient market growth. Since launching in 2016, our aggressive distribution tactics allowed the brand to command shelf space across the continental United States, far quicker

than our craft spirits counterparts. Armed with decades of industry experience and an intelligent competitive edge, our team strives to put Sagamore Spirit on your back bar, cocktail menu, and retail floor.



PUBLIC RELATIONS SUCCESS



THE 25 BEST DISTILLERIES IN THE U.S.

The Baltimore, Maryland based distillery
ranks #8 on Travel + Leisure's list of the
"25 Best Distilleries in the US"

- TRAVEL + LEISURE, OCTOBER 2018

THE "GODFATHER OF RYE WHISKEY" (EPISODE 730)

Mark Gillespie awards
Sagamore Reserve Port Finish
92 Points

- WHISKYCAST, OCTOBER 2018

MARYLAND RYE IS OFFICIALLY MAKING
A COMEBACK, AND YOU SHOULD SIP IT IN

"One of the first brands to
develop its own signature style
that aligned with the Maryland
whiskeys of the past was
Sagamore Spirit."

- THRILLIST, OCTOBER 2018

SUMMER SPIRITS: NOTEWORTHY BOURBONS
AND RYES TO CONSIDER THIS SEASON

**Maryland-based Sagamore Rye is
coming in strong...What makes
this particularly noteworthy, is
its unexpectedly complex flavor
profiles...it's truly a versatile spirit.**

- FORBES, APRIL 2018

HOLIDAY GIFT GUIDE 2018: 10 OF THE BEST
RYE WHISKEYS TO GIVE THIS SEASON

"Port Finish Rye is...
exceptional. It smells
wonderful—like Christmas day
for adults...There are sweet and
spicy flavors that mingle with
chocolatey goodness."

- FORBES, NOVEMBER 2018

YOUR GUIDE TO DRINKING THROUGH MEMORIAL DAY WEEKEND

"Make a big batch [cocktail] just before
the guests show up and you can spend...
less time behind the bar...Check out
this bright and refreshing punch from
Sagamore Spirit."

- PASTE MAGAZINE, MAY 2018

BARTENDERS TELL US THEIR FAVORITE RYE WHISKEYS FOR FALL

"Lately I've really been enjoying Sagamore Spirit's
Cask Strength Rye. I tend toward big, flavorful spirits
for sipping and this rye has a ton of dark chocolate
aroma, and a really bold, vanilla-driven finish but it's
still smooth and approachable for a rye."

- UPROXX, OCTOBER 2018



SAGAMORE
1909

CHEERS!

Savour our spirit responsibly. Sagamore Whiskey, LLC, Baltimore, MD.

