NEVER SAY DIE

BOURBON

NEVER SAY DIE AMBASSADOR
Will White
will@neversaydiebourbon.com
neversaydiebourbon.com · @neversaydiebourbon

1951, Hamburg Farm just outside Lexington. A foal is born and he isn't going to make it. He can't stand, can't breathe. As a last resort, legendary horseman John A. Bell III pours a shot of bourbon down his throat, and the horse comes back. They named him Never Say Die. Three years later he runs the Epsom Derby at 33-1, in front of 250,000 people and Queen Elizabeth II, and wins, becoming the first American-born horse to take it in over 70 years.

In Liverpool, a woman named Mona Best pawned her jewelry to bet everything on him. She spent the winnings on a house and turned the basement into a music club called the Casbah. Opening night, the band was the Quarrymen: John Lennon, Paul McCartney and George Harrison. Mona's son Pete became their drummer. **That basement is where the Beatles got their start.**

Our whiskey makes the same trip the horse did.

01 KENTUCKY
6 Years
Sweet mash, KY Proud grains, Mesozoic-era limestone water. Char #4 fresh American oak. Big seasonal swings drive spirit into wood.

02 AT SEA
6 Weeks
Barrels cross the Atlantic. Constant motion and temperature swing accelerate the reaction between whiskey and wood.

03 ENGLAND
1 Year
Second maturation in the original barrels at White Peak Distillery, Derbyshire. Cool and steady, for a slow, oxidative finish.

THE LINEUP



Small Batch Bourbon
KENTUCKY STRAIGHT · 47.5% ABV · 700ML

75% corn · 21% rye · 4% malted barley
6 yr Kentucky · 2 mo at sea · 1 yr England
Vanilla, caramel, orange, mild oak. The approachable pour: neat, rocks or cocktails.

Typical price on shelf **$65-80**
UPC **198715797381**



Straight Rye Whiskey
KENTUCKY STRAIGHT · 52.5% ABV · 700ML

56% rye · 33% corn · 11% malted barley
5 yr Kentucky · 2 mo at sea · 1 yr England
Punchy spice, buttery richness, citrus and green herb. Corn-heavy, so it drinks familiar.

Typical price on shelf **$75-90**
UPC **198715163513**

IF A GUEST ASKS

"A shot of bourbon is what got this horse on his feet the night he was born outside Lexington. Three years later he won the Epsom Derby at 33-1, and the woman who bet on him spent the winnings on the Liverpool club where the Beatles got their start. Kentucky-distilled, six weeks at sea, finished in England."

Bold Fashioned
- 2 oz Never Say Die Rye Whiskey
- ½ oz maple syrup
- 3-4 dashes Angostura bitters

Garnish with a dark cherry and an orange peel.

Black Stallion
- 2 oz Never Say Die Rye Whiskey
- 1 oz Cynar
- 1-2 drops Chartreuse Élixir Végétal
- 2 dashes chocolate bitters
- ½ barspoon Luxardo maraschino liqueur or syrup, adjusted to its sweetness

Dilute to about ¾ oz. Serve in a Nick & Nora, garnished with a maraschino cherry.

SAN FRANCISCO DOUBLE GOLD 2025 · **INTERNATIONAL SPIRITS CHALLENGE GOLD** 2024 · **GLOBAL LUXURY MASTERS GOLD** 2023 · **ESQUIRE** BEST BOURBONS TO BUY

OPENING EARLY 2027 IN DOWNTOWN LEXINGTON
THE NEVER SAY DIE BRAND HOME
Right behind the historic courthouse and Fifth Third Pavilion. Two floors: an English pub on the ground floor, the micro-distillery upstairs, and the full story alongside it. The first place in the world to bottle our Double Ocean bourbon, and a reason your guests will be asking for this by name.

WHERE TO ORDER

To bring us in, here are the respective distributors for your state.

KY · OH Heidelberg	**TN** Athens Distributing Company	**IN** B Side Selections	**IL** BC Merchants
MI Baseline Brokers	**TX** Ben-E-Keith Beverages	**CA · NV · CO · WA** Pacific Edge	**OTHER STATES** will@neversaydiebourbon.com