



PRESS CONTACTS:

Courtney Chaffin

Courtney@HeritageDistilling.com

509-592-0020

PRESS CONTACTS:

Patrick Zajac

Patrick@emeraldsbaseball.com

541-342-5367

Heritage Distilling Co. and Eugene Emeralds Team Up for the Summer *New “HDC Party Yard” Named as Gathering Place for Fans at PK Park*

FOR IMMEDIATE RELEASE

EUGENE, Ore. (June 1, 2017) - Heritage Distilling Company, Inc. (“HDC”) of Eugene, Ore. and the hometown Eugene Emeralds baseball club announced today they are teaming up for the 2017, 2018 and 2019 seasons. Among the key terms of the agreement, the deal includes the creation of the “Heritage Distilling Party Yard” with a branded bar along the first base line and the “BSB Bullseye,” a new 20-foot by 20-foot home run target in left field. HDC products will be featured on cocktail menus in the Heritage Distilling Party Yard and in the suites at PK Park, along with craft beers and wine.

“As the hometown baseball team, the Eugene Emeralds want to provide our fans with the best experience possible featuring local products. Heritage Distilling Co. is Eugene’s premier craft distillery and our guests have been asking for more local options,” said Allan Benavides, General Manager, Eugene Emeralds. “With the rapid expansion of distilleries in the Pacific Northwest it only made sense that we partner with the best for our fans, and that is Heritage Distilling Co.”.

“As avid baseball fans Heritage Distilling Company is very excited to be a proud sponsor of the Eugene Emeralds for the 2017-2019 seasons,” said Justin Stiefel, CEO and Master Distiller at Heritage Distilling Co. “We are passionate about making high quality local spirits, and we are equally as passionate about baseball. As America’s favorite pastime, baseball is engrained in our collective heritage, and we at Heritage Distilling Company want to help Eugene Emeralds fans everywhere celebrate that heritage,” said Stiefel.

Not only will HDC products and branding be at PK Park, HDC will also be advertised during all 76 regular season games on 95.3 The Score (CBS Radio) and through MiLB online.

“Our focus this baseball season will be expanding on the success of our branding for our hottest new spirits item in the Pacific Northwest – BSB-Brown Sugar Bourbon,” said Stiefel. “We sum it up in one simple thought: You can’t spell BASEBALL without BSB. That theme will carry through the entirety of the baseball season at the ball park, on radio and television, and in restaurants and retailers across the Pacific Northwest.”

On June 13, the Eugene Emeralds will be hosting “Ems Fest”; an open house for the public and a preview of the 2017 Emeralds Season. Opening day will be June 15 at 7:05 p.m. at PK Park against the Vancouver Canadians.

About the Eugene Emeralds:

Since 1955 the Eugene Emeralds have been a part of a rich baseball history while still providing fun and entertainment for all ages. After playing at Civic Stadium for over 40 years, the Eugene Emeralds moved their club operations to the newly built PK Park in 2010. At its completion, PK Park was the newest and most advanced baseball park along the west coast with a partially-covered roof, specially designed lighting structures, a state-of-the-art high definition video board and a digital inning-by-inning scoreboard. The Eugene Emeralds share the facility with the University of Oregon's Baseball team. After the 2014 season, the Eugene Emeralds switched from being an affiliate of the San Diego Padres to the Chicago Cubs. Their agreement was signed through the 2016 season and has been extended through the 2018 season. In 2016, the Eugene Emeralds captured their first outright Northwest League Championship Title since 1975.

About Heritage Distilling Company, Inc.

Heritage Distilling Company is the most awarded craft distillery the last four years in a row by the American Distilling Institute (ADI). HDC currently operates out of three locations using locally sourced materials. HDC first opened in Gig Harbor, WA in 2012 and later opened a tasting room in downtown Gig Harbor in 2014. In October of 2016 HDC expanded its operations with its third location in Eugene, OR. HDC Eugene is a full-scale production facility with a tasting room and retail space.

Heritage Distilling makes the popular BATCH NO. 12 line of vodka, gin and bourbon, which are featured at CenturyLink Field in Seattle, and at bars and restaurants all over the Northwest. HDC is also a named sponsor in the Tacoma Dome, at Safeco Field, and the Moda Center in Portland. The distillery has a full line up of more than 20 naturally flavored vodkas, and its Elk Rider line of vodka, gin and whiskey is a tribute to the founder's forefathers who tamed and rode elk in the region in the late 1800's. HDC latest product, BSB (Brown Sugar Bourbon) is exploding and is already being distributed in multiple states.

HDC is home to the Cask Club and My Batch programs where customers can custom distill or age their own spirits legally under the guidance of Heritage distillers. HDC was the first distillery in the U.S. to allow customers to be legally involved in the crafting of their own spirits. It holds patents and has patents pending for these programs, customer experiences and other distillery features.

In 2016, among its many other awards, HDC won best Craft Vodka, Best Craft Gin and Best Flavored Whiskey in North America.

HDC's products can be found in bars, restaurants and retailers across Washington, Oregon, Wyoming, Montana, Utah, Illinois, Colorado, Michigan, Wisconsin, North Carolina, New York, New Jersey, Idaho, Hong Kong and select parts of Western Canada. New distribution points are continually being added. New HDC location openings, product releases and more information can be found at www.HeritageDistilling.com.

###