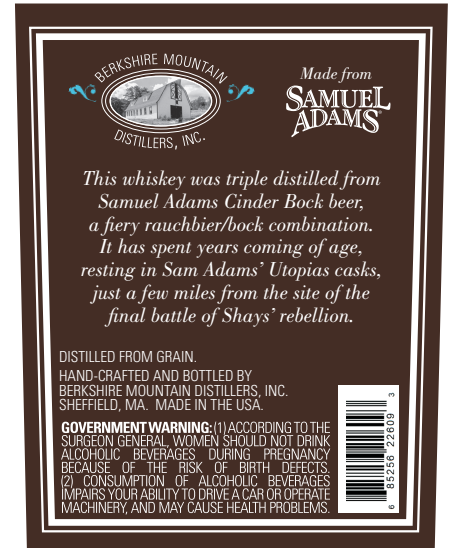
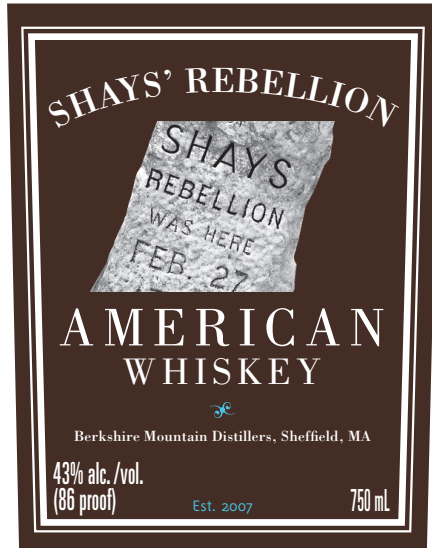


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Berkshire Mountain Distillers Releases Long-Awaited Shays' Rebellion American Whiskey Made from Samuel Adams Cinder Bock Beer.

The Collaborative Whiskey Hits Shelves End of February



Sheffield MA (March 2016) - Berkshire Mountain Distillers (BMD) announced today the release of the long-awaited Shays' Rebellion American Whiskey, a unique whisky made in collaboration with the Sam Adams brewery. In the summer of 2012, Berkshire Mountain Distillers had the idea to experiment with triple distilling a batch of Samuel Adams Cinder Bock, a fiery Rauch Bock beer. The resultant whiskey made from this beer was then aged in Samuel Adams Utopias casks for nearly three and a half years, at which point the team at Berkshire Mountain Distillers felt it had finally reached perfection.

Shays' Rebellion American whiskey maintains the smokiness and malt character of the Cinder Bock that it was made from, but finishes with port and dried fruit notes from the Utopias casks that it was aged in, resulting in a mature, complicated and delicious whiskey.

"The final battle of Shays' Rebellion occurred only three miles from our distillery in Western MA. Two hundred and fifty years later, we're working with our friends in the East to create a whiskey that celebrates Massachusetts' spirit of independence," said Chris Weld, Master Distiller at Berkshire Mountain Distillers. "The aging process really intensified the mature, complex flavors of this small batch whiskey. We've released a limited number of bottles, so I encourage folks to track down a bottle and enjoy this whiskey responsibly."

"Chris is as passionate about distilling as we are about brewing, and we had a lot of fun working together and learned a lot in the process," said Jim Koch Samuel Adams Brewer and Founder. "For the past few years, we've been patiently awaiting the release of this special whiskey, made with Sam Adams Cinder Bock, and it's exciting that drinkers now have the opportunity to enjoy it."

The aging of whiskey is a very complex and multi-faceted process which is why the project took multiple years to complete. Both BMD and Samuel Adams share great passion for the art and science of beverage-making, and also the same philosophy – use only the highest quality ingredients to produce award-winning, innovative craft beer and spirits. There will be less than 3000 bottles of this whiskey released nationally, and will be available in MA, NY, NJ, GA, MI; as well as at Berkshire Mountain Distillers' retail store located at the distillery in Sheffield, MA. MSRP \$120.

ABOUT BERKSHIRE MOUNTAIN DISTILLERS, INC.:

Established in 2007, Berkshire Mountain Distillers has created a line of award-winning artisanal spirits including Greylock Gin, Ethereal Gins, Ragged Mountain Rum, Ice Glen Vodka, Berkshire Bourbon and New England Corn Whiskey, currently available in 19 different states. All products are handcrafted in small batches in Sheffield, Massachusetts at the Berkshire's first legal distillery

since prohibition. BMD is one of the founding members of the craft distiller movement and is embraced by several of the nation's leading mixologists. Our products have received numerous high accolades including Gold Medal Awards from the Beverage Tasting Institute and San Francisco Spirits Competition and national praise from publications like *GQ*, *Details*, *New York Times*, *Wine Enthusiast* and Jim Murray's *Whiskey Bible*. As supporters of local agriculture and business, BMD uses regional materials in many of our products, creating a truly authentic artisanal brand. For more information and to find where BMD is available, visit www.berkshiremountaindistillers.com, friend us on [Facebook](#) or follow us on [Twitter](#). Come visit us at our new distillery and tasting room in Sheffield, MA.

ABOUT THE BOSTON BEER COMPANY: The Boston Beer Company began in 1984 with a generations-old family recipe that Founder and Brewer Jim Koch uncovered in his father's attic. Inspired and unafraid to challenge conventional thinking about beer, Jim brought the recipe to life in his kitchen. Pleased with the results of his work, Jim decided to sample his beer with bars in Boston in the hopes that drinkers would appreciate the complex, full-flavored beer he brewed fresh in America. That beer was aptly named Samuel Adams Boston Lager, in recognition of one of our nation's great founding fathers, a man of independent mind and spirit. Little did Jim know at the time, Samuel Adams Boston Lager would soon become a catalyst of the American craft beer revolution.

Today, The Boston Beer Company brews more than 60 styles of beer. It relentlessly pursues the development of new styles and the perfection of classic beers by searching the world for the finest ingredients. Using the traditional four vessel brewing process, the Company often takes extra steps like dry-hopping, barrel-aging and a secondary fermentation known as krausening. The Company has also pioneered another revolution, the 'extreme beer' movement, where it seeks to challenge drinker's perceptions of what beer can be. The Boston Beer Company has been committed to elevating the image of American craft beer by entering festivals and competitions around the globe, and is one of world's most awarded breweries at international beer competitions. As an independent company, brewing quality beer remains its primary focus. Although Samuel Adams beer is America's leading craft beer, it accounts for only one percent of the U.S. beer market. The Boston Beer Company will continue its independently-minded quest to brew great beer and to advocate for the growth of craft beer across America. For more information, please visit www.samueladams.com.