

TOP-FLIGHT TASTING *Rye Whiskey is Back and Better Than Ever*

OLD
OVERHOLT®

JIM BEAM®

Canadian
Club®

BASIL
HAYDEN'S®

Knob
Creek®

Rye on the Mind

Spicier than bourbon, rye, America's original whiskey style, offers a range of expressions packed with notes of cinnamon, pepper, and other exciting notes.

1

Old Overholt Rye®

2

Jim Beam® Rye

3

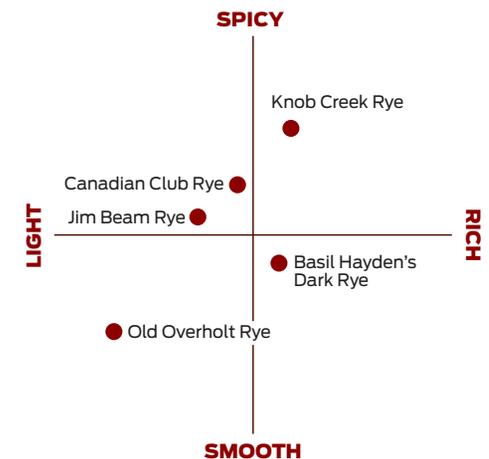
Canadian Club®
100% Rye

4

Basil Hayden's®
Dark Rye

5

Knob Creek® Rye



Rye on the Mind

Use this page for your personal tasting notes.



1. Old Overholt Rye®

One of America's oldest continually produced whiskey brands is rich with just a tinge of fruity sweetness and a hint of vanilla. Non-chill filtering allows for a rounder mouthfeel and, at a traditional 43% ABV, it's a very agreeable pour.

ABV: 43%

Nose _____

Palate _____

Finish _____

My Rating _____



2. Jim Beam® Rye

Paying homage to one of the Beam Family's oldest recipes, we developed this pre-Prohibition style rye that is bold and fullflavored, offering a peppery rye spiciness which gives way to vanilla and oak undertones. It's warm and inviting.

ABV: 45%

Nose _____

Palate _____

Finish _____

My Rating _____



3. Canadian Club® 100% Rye

A very balanced rye whisky, with notes of toasted grain, gentle wood, and a tantalizing hint of sweet vanilla, it drinks smooth and creamy.

ABV: 43%

Nose _____

Palate _____

Finish _____

My Rating _____



4. Basil Hayden's® Dark Rye

A rich, amber-colored whiskey, it offers a complex blend of caramel, dried fruit, and oak, with the spicy rye notes mostly on the back-end.

ABV: 40%

Nose _____

Palate _____

Finish _____

My Rating _____



5. Knob Creek® Rye

Toasted oak is complemented by sweet caramel and vanilla balanced by rye. A bold sipper at 100 proof, there is a lingering warmth of spice and toasted grain throughout.

ABV: 50%

Nose _____

Palate _____

Finish _____

My Rating _____

Rye on the Mind



In many ways, rye was the whiskey that built America. The original northeastern colonies, most notably Pennsylvania and Maryland, were the epicenter of rye whiskey production, akin to Kentucky today for bourbon. Unfortunately, Prohibition largely killed the booming rye industry. By the time Americans were drinking again, whiskey production had shifted south, and bourbon was now the spirit of choice.

Many credit the modern cocktail renaissance for leading rye's return. Rediscovered pre-Prohibition cocktails are complemented by a spicy

rye whisky, and, thus the nation's top mixologists started calling for more rye expressions. Some whiskeys, like Old Overholt®, a bartender's favorite, had never gone off the market—even during Prohibition when it was considered a “medicinal” spirit. (Alas, that's no longer the case.) Others, like Knob Creek® Straight Rye Whiskey and Basil Hayden's® Dark Rye, are newer offerings, designed to slake the thirst of the modern rye lover. In this tasting, you will discover whiskeys packed with notes of cinnamon, pepper,

Tasting Tips for Club Members

Nosing:

Inhale with an open mouth so you don't put your nose to sleep.

Swirl Gently:

Just coat the bottom third of the glass. Not a big swirl, as with wine. The alcohol in whisky will evaporate just fine at its own pace.

Food and Water:

Snack before the tasting and drink water to keep yourself hydrated. Nothing too spicy; nothing too sweet.

Glasses:

Smaller tulip-shaped glasses are good for aroma and nosing. Tumblers, Highball and cocktail glasses serve their purpose also.

Keep Notes:

Appreciate what you're tasting and record it. Your impressions might change next time you taste.

Take Pictures:

Use your phone or device to remember your favorites.

Ice:

Let the flavor, texture and aromas evolve with some well chosen ice. Your glass of whisky becomes a journey.

Color:

Appreciate the color, which might tell you about the wood used to finish the whisky. Avoid added caramel, which could hide the truth.

Warming:

Feel free to hold the glass in your hand and warm it up a bit. You'll get more aroma and possibly boost the flavor.

Time:

Slow down. Many whiskies develop new flavors and complexity if you wait before the next sip: appreciate the finish.

See, Sip, Swirl:

Look at the color, then swirl and sniff the whisky to see what the aroma reveals.

Compare:

Having a variety of expressions is fun. Comparing notes with friends is even more fun.

Clean Glasses:

Rinse and dry between expressions. The previous whisky could interfere with the taste of the next. A wet glass could add too much water.

Sips:

Small sips, with the glass rim on the center of your tongue, to avoid the

alcohol heat. Swirl or “chew” the whisky and let it disappear.

Adding Water:

Add water to open the nose, but only after you've tasted neat; add only a drop or two at a time.

Flights:

Having several expressions around a theme can develop a greater appreciation of the varieties of whisky.

Progressive Order:

Makes a huge difference in your appreciation of each expression. Light to rich; least to most sweet; no smoke to smokiest.

Watch Glasses:

Help to hold in the aroma. Very handy if you're tasting multiple expressions over time and want to go back and compare.

Flavor Maps:

Flavor maps are a fun way to measure your comparative whisky tastings. As you taste through these expressions, see if you agree with how our experts have plotted them.