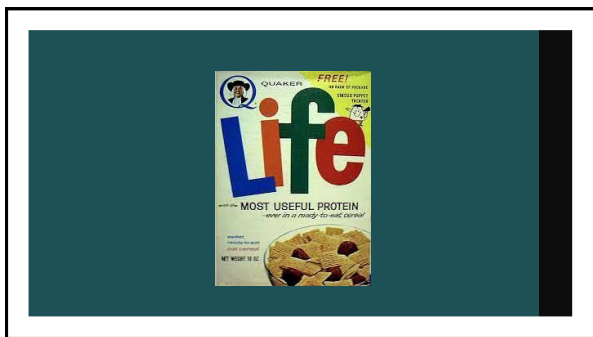




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Rye vs. Wheat

- Rye has less gluten
- Hardier
- More protein
- Stronger flavor
- Lower in calories
- Not as widely grown

5

Rye the numbers



9.8m Bushels, 300,000 acres

6


Wheat the numbers



1.65b Bushels, 37m acres

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Corn the numbers



15.1b Bushels, 91m acres

8

What is rye whiskey?

Minimum 51% rye, mixed with barley and corn

Distilled at less than 160 proof

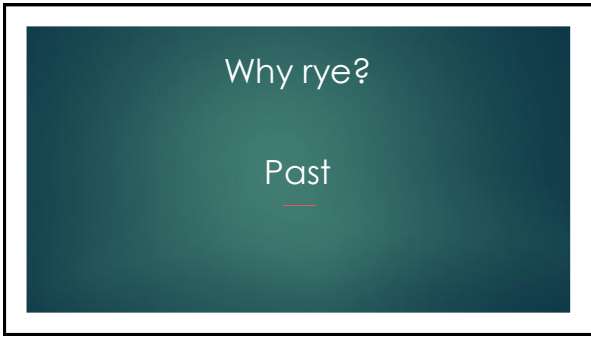
Stored in charred new oak containers

Straight rye must be aged a minimum of two years

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Major Early Moments

- Replaces rum as a domestically grown and produced spirit after British taxes increase
- Triggers first federal sovereignty crisis during The Whiskey Rebellion 1790s


14



Monongahela Rye

- Western Pennsylvania
- Entirely rye mash bill
- Made by farmers, very small scale production
- Strong, spicy profile

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Maryland or Baltimore Rye

- Produced in Maryland
- Mostly rye, with some corn
- Sweeter and mellow
- Style made by George Washington


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Growth of Bourbon

- Throughout the 1800s, rye was replaced by the development and growth of bourbon
- Corn was bountiful and produced sweeter flavors
- Cheaper western land meant easier distillery development
- Federal subsidies of corn made bourbon cheaper (still true today)

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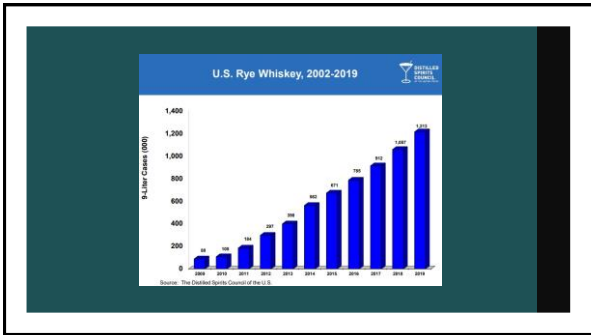
Prohibition and Rye



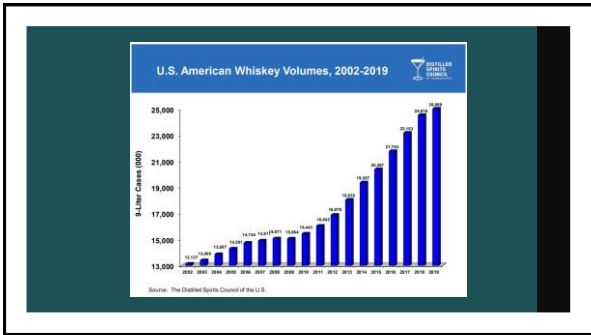
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Why rye? Today's Trends

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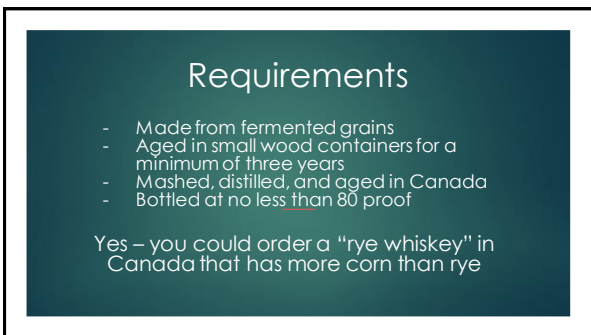
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Requirements

- Made from fermented grains
- Aged in small wood containers for a minimum of three years
- Mashed, distilled, and aged in Canada
- Bottled at no less than 80 proof

Yes – you could order a "rye whiskey" in Canada that has more corn than rye

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Sourced Whiskey

- The Rye revival kicked off in the early 2010s and producers were caught off guard
- MGP, an industrial distillery in Indiana, had inventory and began to sell to regional distilleries
- These distilleries might finish in various casks or cut to various proofs in order to distinguish their rye from other products
- Some purchase Canadian rye whiskey as well, primarily from Alberta Distillers

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And how does it taste?

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Lot 40

- copper pot still and column still
- Above 80% rye
- at least three year aged
- revived in 2012 by Pernod Ricard

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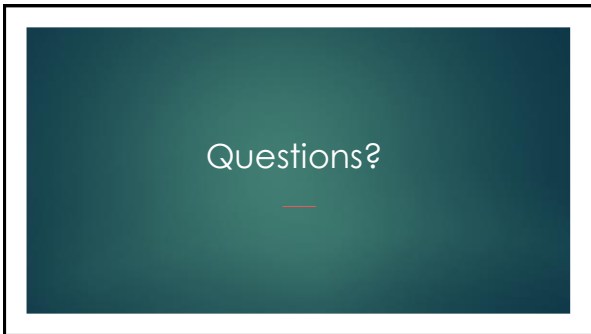
Dad's Hat

- copper pot still and column still
- 85% rye, 15% barley
- at least eight month aged in quarter oak casks
- 90 proof
- revived in 2012 by Pernod Ricard

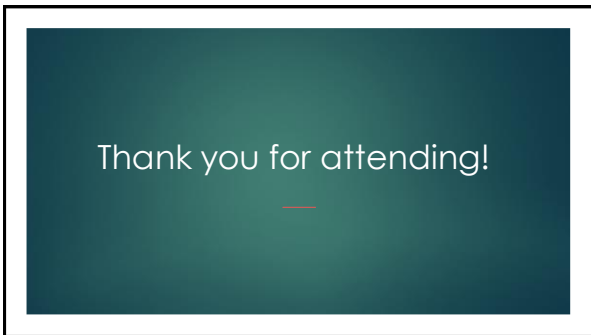
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