



## CONECUH BRANDS INTRODUCES CLYDE MAY'S STRAIGHT RYE WHISKEY

### New Expression Honors the Bootlegger's Art

AUGUST 28, Garden City, NY - - Conecuh Brands will release Clyde May's Straight Rye Whiskey on September 1. The newest addition to the Clyde May's line up is aged a minimum of 3 years and bottled at 47% ABV.

"Right now, Clyde May's Straight Rye Whiskey is at its peak in terms of flavor profile and taste. Given the excellence of the product and current market trends, this is the perfect time to release this new expression," says Roy Danis, President and CEO Conecuh Brands.

"Rye is not new to those who knew Clyde," Danis continued, "In fact, it was the only spirit that the bootlegger made and kept for himself, so this spirit truly honors his craft and dedication. Clyde made his rye in Alabama in open pot stills with fresh Alabama spring water and the finest local ingredients.

The bottle design is similar to the other Clyde May expressions. This particular bottle has a green and white label, reminiscent of the colors used in his prison cell. An image of Clyde is on the bottle as well as images of the Court House in Alabama where he was tried for bootlegging, found guilty and imprisoned for 8 months.

Clyde May's Straight Rye Whiskey will be available nationally with an SRP of \$44.99.

#### About Conecuh Brands, LLC:

Founded in 2014, Conecuh Brands owns and manages the Clyde May's portfolio which includes Clyde May's 85 proof Alabama Style Whiskey, Clyde May's 92 proof Straight Bourbon, Clyde May's Special Reserve 110 Proof Whiskey and Clyde May's Cask Strength Whiskey, an annual limited edition. The Clyde May's brand is currently the fastest growing brand in the U.S.

Nielsen top 100 American Whiskey brands.

Later this year Conecuh Brands will break ground on the new Conecuh Ridge Distillery in Troy, AL.

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