

# VIKRE DISTILLERY

## HONOR BRAND HAY & SUNSHINE

A blend of bourbon, rye, and Scotch. The Bourbon gives it a sunny disposition, with its cheerful caramel, butterscotch and vanilla sweetness. The Scotch cuts the sweetness a bit, contributing a cereal grain character and structure. Finally the rye, grassy and spicy, evokes a golden hayfield. On the palate you'll note white pepper, lemon zest, young pineapple, and baking spice in addition to vanilla and butterscotch. A great whiskey for cocktails!

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## WHY BLEND WHISKEY?

Well, get this: if you age the same whiskey in apparently identical barrels, you get completely different flavors from one cask to the next. The blender is responsible for picking the right mixture of casks to vat together to make a good, consistent whiskey. As Emily Vikre practiced on our house whiskeys, she was drawn into the august realm of the blending house. In the olden days (and in a few notable contemporary cases), blenders would source whiskeys from different distilleries, then mix and marry them in different casks to create complex, interesting whiskeys. So Emily began sourcing whiskeys from around the world to blend into the creative, playful whiskeys that dance in her dreams. After much experimentation, Hay & Sunshine emerged as our first Honor Brand blend. It is a unique combination of bourbon, rye and Scotch whiskeys.



## HONOR BRAND IS BETTER

Vikre Distillery is housed in the former world headquarters of the Gowan-Lenning-Brown Company, which, back in the early 20th century, was the world's largest wholesale grocer. Ships from around the world bearing commodities like coffee, tea and spices would dock at the harbor wall, and unload right into the building. From there these goods were roasted/ground/etc. and packaged for distribution across the Midwest and Northwest. GLB Co.'s house brand was called Honor Brand, and their slogan: "Honor Brand Is Better."

When we decided we wanted to delve into the old and venerable art of whiskey blending, we knew that it was time to revive Honor Brand and breathe new life into it.

### MANHATTAN

Stir 2 oz. of Hay & Sunshine, 1 oz. sweet vermouth, and 2 dashes of Angostura bitters with ice until well chilled. Strain into a cocktail glass and garnish with a cherry.

### WHISKEY SOUR

Shake 2 oz. Hay & Sunshine with  $\frac{3}{4}$  oz. fresh lemon juice,  $\frac{3}{4}$  oz. simple syrup, and  $\frac{1}{2}$  oz. fresh egg white (optional). Add ice and shake hard until well chilled, then strain into a cocktail glass.

[vikredistillery.com](http://vikredistillery.com)

525 Lake Avenue South, Duluth, MN  
steps from the aerial lift bridge

