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## **HIGH WEST BOURYE IS BACK!**

### **High West Announces Limited Release of its Bourbon and Rye Blend**

PARK CITY, Utah (February 6, 2017) — High West Distillery, Utah’s first legal distillery since 1870, is unveiling the latest release of Bourye, a premium original bourbon and rye blend. Not unlike the fleeting jackalope found on its one-of-a-kind label, supplies of Bourye will be limited but worthy of the hunt.

Bourye is a unique, high-end specialty blend of old and rich bourbons and rye whiskies ranging from 10 to 14 years old, and is one of High West’s most cherished flavors. “The latest Bourye blend provides a unique sipping experience for whiskey lovers,” said High West Founder David Perkins. “In my opinion, this is our best one yet.”

This premier sipping whiskey pairs a nutty vanilla aroma with tasting notes of sweet honey nougat, caramel, mulling spices, and candied fruits with a long, rich finish of roasted pecan and molasses. “This release has the same familiar richness, but with an even more robust palate,” said High West Master Distiller Brendan Coyle. “I think fans of the original will be very pleased with the latest version.”

The latest Bourye blend will be sold nationally at exclusive locations, and in the state of Utah at High West’s General Stores in Park City and Wanship for \$79.99.

For more information on High West Distillery & Saloon and the newest release of Bourye, contact Christa Graff, of Graff Public Relations, LLC, at 435-640-7921 or [christa@graffpr.com](mailto:christa@graffpr.com).

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### **About High West Distillery**

Utah's first legal distillery since 1870, High West's passion is crafting delicious and distinctive whiskeys and helping people appreciate whiskey all in the context of our home, the American West. High West offers an outstanding collection of highly rated whiskeys in finer liquor stores, bars, and restaurants in 49 states throughout the U.S. and internationally.

High West was honored to receive *Whisky Advocate's* prestigious Distiller of the Year award in 2016. The ultimate authority on whisky said, "High West delivers innovative and delicious whiskeys, expands the definition of what it is to be a distiller, and pioneered a successful new paradigm for craft distilling."

High West's must-visit locations include our High West Distillery in Wanship, Utah, a 30,000 square foot world-class distillery and visitor center featuring educational tours and High West's unique country-western cuisine; and our High West Distillery & Saloon in historic Old Town Park City, the world's only ski-in gastro distillery that was voted "Best Park City Restaurant" by readers of *City Weekly*. It has received multiple accolades including a nomination for Best Bar by the James Beard Foundation, and a top-10 ranking on *The Daily Meal's* list of 150 Best Bars in America.