



HEAVEN'S DOOR

ASCENSION

KENTUCKY STRAIGHT
BOURBON WHISKEY

AGE +5 YEARS | SIZE 750ML | PROOF 92 | ABV 46% | SRP \$54.99

Heaven's Door introduces its inaugural Kentucky Straight Bourbon, a remarkable blend that showcases the expertise of our distillery, with one of the bourbons sourced directly from our own production. Non-chill filtered, meticulously crafted, and aged to perfection, these two Kentucky Straight Bourbons are blended together to produce an exceptional whiskey. Each small batch, comprised of no more than ten barrels, ensures the perfect balance of flavors in each bottle.

NOSE

Starts with a nose of baked bread, buttered popcorn, and dried fruit.

PALATE

Rich and complex flavor profile, balanced sweetness with notes of caramel and vanilla and spicy undertones, such as cinnamon, nutmeg, or black pepper.

FINISH

Smooth mouthfeel with a long and warm finish

MASH BILL

STRAIGHT BOURBON 1

76% corn, 15% rye,
9% malted barley –
produced at Heaven's
Door Distillery

STRAIGHT BOURBON 2

70% corn, 25% rye,
5% malted barley



HEAVEN'S DOOR

PRINT AND DIGITAL ADVERTISING

Media Value: \$900k

45M Impressions



OUT OF HOME

\$400k : 300M Impressions



PUBLIC RELATIONS

4B impressions
\$35.8m earned media value
375 media placements



SOCIAL MEDIA AND INFLUENCER MARKETING

\$150k : +25M Impressions



E-COMMERCE



SPEAKEASY
COMPANY

RESERVE BAR
GOOD SPIRITS. DELIVERED.

CASKERS

@HEAVENSDOORWHISKEY

Ben Dufon

WWW.HEAVENSDOOR.COM

DISTILLERY AND BRAND CENTER





HEAVEN'S DOOR

The restless spirit of Bob Dylan.



@HEAVENSDOORWHISKEY

Bob Dylan

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HEAVEN'S DOOR DISTILLERY

PLEASUREVILLE, KENTUCKY

Situated on 160 acres of rolling hills and untouched woodlands along Six Mile Creek is a craft distillery like no other. By utilizing the pristine water from our limestone aquifers, geothermal heating and cooling, cultivating our own heirloom grains and repurposing the protein-rich mash as feed for local cattle, Heaven's Door Distillery is proud to be one of the most sustainable distilleries in America from grain to glass.

HEAVEN'S DOOR WELCOMES YOU TO PLEASUREVILLE!