



HEAVEN'S DOOR

REFUGE

**STRAIGHT RYE WHISKEY
FINISHED IN SHERRY CASKS**

AGE 6-8 YEARS | SIZE 750ML | PROOF 92 | AB 46% | SRP \$69.99

Heaven's Door unveils its new Straight Rye Whiskey with an Amontillado Sherry secondary finish. "Refuge" Straight Rye Whiskey is aged for 6-8 years, blended to ensure consistent maturity has been reached and then finished in Amontillado Sherry casks, boasting a sweet, fruity characteristic that is distinctively rich and refined with notes of dried fruits and a delicate, spicy finish.

Amontillado Sherry is a drier aperitif, which complements our 100% rye mash with notes of leather, nutmeg, and tobacco. The finishing is a delicate process as the rye has already aged over 6 years and reached the desired extraction of oak. Typically, we finish for up to six months, however, weather and seasons play a momentous roll in in aging and extraction, keeping our blenders on their toes and constantly curating our spirits.

NOSE

Rich and complex, with notes of dark fruit, oak, and spice. The sherry cask finish adds a layer of depth to our whiskey, creating a nose that is both fruity and spicy.

PALATE

Our rye whiskey's characteristic spiciness is balanced by the fruitiness of the Amontillado Sherry cask. The palate features flavors of dried fruit, honey, caramel, and vanilla, as well as a warming, spicy kick.

FINISH

The finish is long and satisfying, with notes of oak, spice, and fruit lingering on the tongue.



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PRINT AND DIGITAL ADVERTISING

Media Value: \$900k

45M Impressions



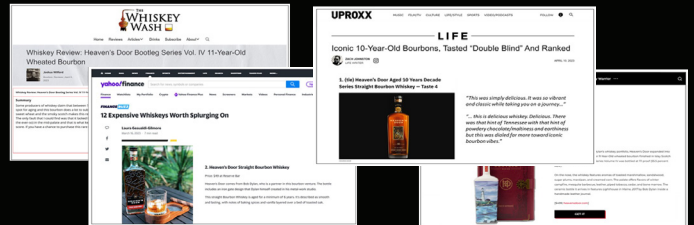
OUT OF HOME

\$400k : 300M Impressions



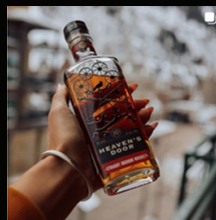
PUBLIC RELATIONS

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



SOCIAL MEDIA AND INFLUENCER MARKETING

\$150k : +25M Impressions



DISTILLERY



E-COMMERCE

