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**DEUTSCH FAMILY WINE & SPIRITS EXPANDS WHISKEY PORTFOLIO WITH TWO  
NEW ACQUISITIONS**

*Company Purchases Bib & Tucker Bourbon & Masterson's Rye*



Stamford, CT – August 3, 2017 - In a move that further solidifies its commitment to building a diverse craft whiskey portfolio, Deutsch Family Wine & Spirits has acquired ultra-premium brands Bib & Tucker Bourbon and Masterson's Rye. Deutsch Family purchased both brands from 3 Badge Beverage Corporation, owned by the Sebastiani family.

Whiskey is the largest spirits category in dollar volume and continues its strong growth, led by products priced above \$25 for a 750ml bottle. Bourbon is the largest segment within the whiskey category, growing at 8.4%, and while Rye is a smaller segment, it is the fastest growing at 20.8%.<sup>1</sup> This is a strategic acquisition that complements Deutsch Family's purchase of Redemption Whiskey two years ago, diversifying their American Whiskey offerings across more price segments.

"We're thrilled to bring Bib & Tucker and Masterson's into our growing portfolio of super premium whiskey brands," said Peter Deutsch, CEO, Deutsch Family. "Higher price segments are the most dynamic across the whiskey category and we are bullish on the opportunity for us

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<sup>1</sup> Nielsen 26 weeks ending 6/17/17

to grow these two great brands. We are taking advantage of the opportunity to create a diverse range of whiskey brands with different mash bills, places of origin and price points. There will be other additions in the future.”

Born in Tennessee and aged for six years, Bib & Tucker Bourbon is for discerning whiskey consumers. This small batch bourbon has received multiple accolades including 90 points from Wine Enthusiast and 96 points from The Tasting Panel.

The name Bib & Tucker reflects a throwback to eighteen hundred’s American lingo when the words “Bib & Tucker” were used to describe one’s finest attire. The design of the bottle is a nod to this era, taking the shape of an enlarged flask with ornate hand-lettering and deeply embossed embellishments. The brand juxtaposes rugged American old-time values with refinement, resulting in a bourbon appropriate for special occasions, whether that is a casual night with good friends or a formal dinner party. It retails for \$55. Production has been small and limited by supply but under Deutsch’s leadership it will gradually ramp up over the next few years.

Masterson’s Rye Whiskey is the first Canadian product to join the Deutsch portfolio. In the U.S. the path was paved by a very successful ultra-premium Canadian Rye brand, Whistle Pig. A truly exceptional whiskey, Masterson’s is distilled in a pot still and aged for just over 10 years. Masterson’s Rye consistently receives high accolades, including 94 points from Whisky Advocate and 94 points and a “Top 100 Spirit” from Wine Enthusiast.

Named for gambler, buffalo hunter and army scout William “Bat” Masterson, a legendary frontiersman who made a name for himself in the U.S., Masterson’s Rye comes in an elegantly shaped bottle designed to showcase the spirit’s alluring amber color. Every bottle of Masterson’s has the batch and bottle number on the bottle. It retails for \$70. Production is small, but sufficient aged stock exists to quickly expand the brand to national distribution.

“As we continue to grow our whiskey portfolio, we will only take on respected brands of exceptional quality that will be embraced by whiskey enthusiasts,” said Tom Steffanci, President, Deutsch Family Wine & Spirits. “Both Bib & Tucker and Masterson’s are outstanding whiskies that over deliver on quality. With the help of the best distribution network in the country, we look forward to introducing them to many more customers and consumers.”

“This provides us with an opportunity to continue building on our core initiatives,” said August Sebastiani, President, 3 Badge Beverage Corporation. “Additionally, Deutsch Family has proven to be excellent brand stewards and is uniquely positioned to take this portfolio to the next level.”

Zepponi & Company served as the exclusive financial advisor to 3 Badge Beverage Corporation in the sale of the Masterson and Bib & Tucker brands.

### **About Deutsch Family Wine & Spirits**

Initially called W.J. Deutsch & Sons, Ltd., the company was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009, it announced the expansion of the award-winning company to include a Spirits Portfolio. Today the company is renowned for its brand-building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirits industry.

The portfolio includes award-winning wines from Australia: [ yellow tail ], [ yellow tail ] The Reserve, [ yellow tail ] Bubbles; California: Eppa SupraFruta Sangria, Girard Winery, Joseph Carr, Josh Cellars, Josh Cellars Reserve, Kunde Family Estate, The Calling; France: Andre Lurton, Cave de Lugny, Fleurs de Prairie, Hob Nob Vineyards, Sauvion et Fils; Italy: Barone Fini, Villa Pozzi; New Zealand: The Crossings; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades, Cruz de Alba, Ramon Bilbao Vinos Y Vinedo; Argentina: Clos de los Siete; Ruta 22; and award-winning spirits from LUKSUSOWA Vodka (Poland), VILLA MASSA® Limoncello (Italy), LICOR 43® (Spain) and REDEMPTION Whiskey (U.S.A.). [www.deutschfamily.com](http://www.deutschfamily.com)

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