

Elijah Craig®

ELIJAH CRAIG BARREL PROOF

From humble beginnings as a limited-edition gift shop offering, Barrel Proof has grown to take the highest honours at awards shows around the world, and is something passionate whiskey collectors treasure and seek out. In short, Barrel Proof is the connoisseur's Elijah Craig.

Barrel Proof showcases Heaven Hill's blending artistry at its very peak, with each batch identified by a code (e.g., A, B, C releases each year), and is a high-proof, uncut, and non-chill-filtered extension of the Elijah Craig Small Batch Bourbon line, which debuted in 1986. Elijah Craig Barrel Proof is bottled straight from the barrel at ~12 years old, with proofs often in the 60-70% ABV range. The result is a bourbon whose taste is robust and inviting, with rich caramel, dark brown sugar, and vanilla leading the charge.

Barrel Proof has won almost every accolade a bourbon can, including Whisky Advocate's 2017 Whisky of the Year, Double Gold Medal at the San Francisco World Spirits Competition (multiple batches, including C923), Top 10 Whiskies by Whisky Advocate and Best Batch in Years by Breaking Bourbon.

98019-6 ELIJAH CRAIG BARREL PROOF 700ML

TRADE:	\$165.40/BTL	\$992.40/CASE
	BTL: 096749472215	CASE: 20096749472219



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KEY FACTS

To sip our Barrel Proof Bourbon is to experience Bourbon in its purest form—uncut, straight from the barrel, and without chill filtering. Each bottle is hand labeled with its unique proof and batch number, but the nose, taste, and finish of every sip is pure Elijah Craig.

AWARDS

- Top Shelf Award for Best Straight Bourbon – San Francisco World Spirits Competition 2024
- Double Platinum Medal – ASCOT Awards 2024
- Platinum Medal – Beverage Tasting Institute 2024
- Platinum Medal – TAG Global Spirits Awards 2024

HISTORY

Reverend Elijah Craig founded his distillery in 1789 along Elkhorn Creek in present day Georgetown, Kentucky. He is credited with being the first distiller to age his whiskey in charred oak barrels, earning his place in history as the Father of Bourbon.

ALLOCATION SCHEDULE

Limited release 3x per year.

TASTING NOTES

- Colour: Deep amber
- Aroma: Caramel with toasted oak, fruit notes of apple and orange
- Taste: Rich vanilla, caramel, and butterscotch along with spices of black pepper and cinnamon at the back of the palate
- Finish: Nicely layered showcasing all flavors; fades slowly then lingers as it cools

CATEGORY GROWTH

According to Impact Magazine, American whiskeys retailing at \$25 and up are driving growth in the U.S., boosting margins for the top producers. In total, super-premium Bourbon and Tennessee whiskeys grew by 12% last year to 6.1 million cases. Since 2010, the super-premium segment has more than tripled in size, adding roughly 4.2 million cases. In just the past three years, super-premium Bourbon has tacked on more than 1.8 million cases and now makes up more than 25% of the total category.

ALC VOL

Check with your Rep for latest ABV%.

PROOF

Varies with each batch.

DISTILLED & BOTTLED BY

The Elijah Craig Distillery Co., Bardstown, KY
(a subsidiary of Heaven Hill Brands)

MASHBILL



78% CORN

12% MALTED
BARLEY

10% RYE



ELIJAH CRAIG®

BOURBON

HANCOCKS

Cheers!
cheers.org.nz

CONTACT YOUR HANCOCKS REPRESENTATIVE FOR DETAILS

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