

# EVAN WILLIAMS BLACK LABEL

Evan Williams is a giant in the bourbon world, proudly staking its claim to the #2 best-selling straight bourbon in the world. With its rich, smooth and easy-to-enjoy character, this easily accessible bourbon helped demystify American whiskey for millions of newcomers - yet it still has enough depth and authenticity to satisfy any whiskey aficionado.

Full of character and simply done right, the Black Label is the flagship Evan Williams bourbon.

## 98022-12 EVAN WILLIAMS BLACK LABEL 700ML

TRADE:	\$38.98/BTL	\$467.76/CASE
	BTL: 096749021352	CASE: 10096749021359

## 98021-12 EVAN WILLIAMS BLACK LABEL 1000ML

TRADE:	\$49.61/BTL	\$595.32/CASE
	BTL: 096749004782	CASE: 10096749004789



# BOURBON DONE RIGHT.®

# EVAN WILLIAMS BLACK LABEL

## KEY FACTS

- 2nd largest selling Kentucky Straight Bourbon Whiskey in the U.S. and the world
- Aged longer than the leading competitor giving it a richer, smoother taste profile
- Higher proof than the leading competitor

## HISTORY

Our Kentucky Straight Bourbon Whiskey is full of character and simply done right. Named after Evan Williams, who opened Kentucky's First Distillery along the banks of the Ohio River in 1783, it's aged far longer than required by law. The result is a Bourbon that's smooth, rich, and easy to enjoy.

## TASTING NOTES

- Colour: Medium Amber
- Aroma: Light with deep vanilla and mint
- Taste: Notes of oak, brown sugar and caramel
- Finish: Medium to long

## BOURBON CATEGORY

The Bourbon phenomenon continues to expand as consumers around the globe propel the category to new heights. Last year, Bourbon volume grew by 5.5% to 36.7 million cases, representing an increase of 12 million cases since 2010.

## ALC VOL

40% ALC/VOL

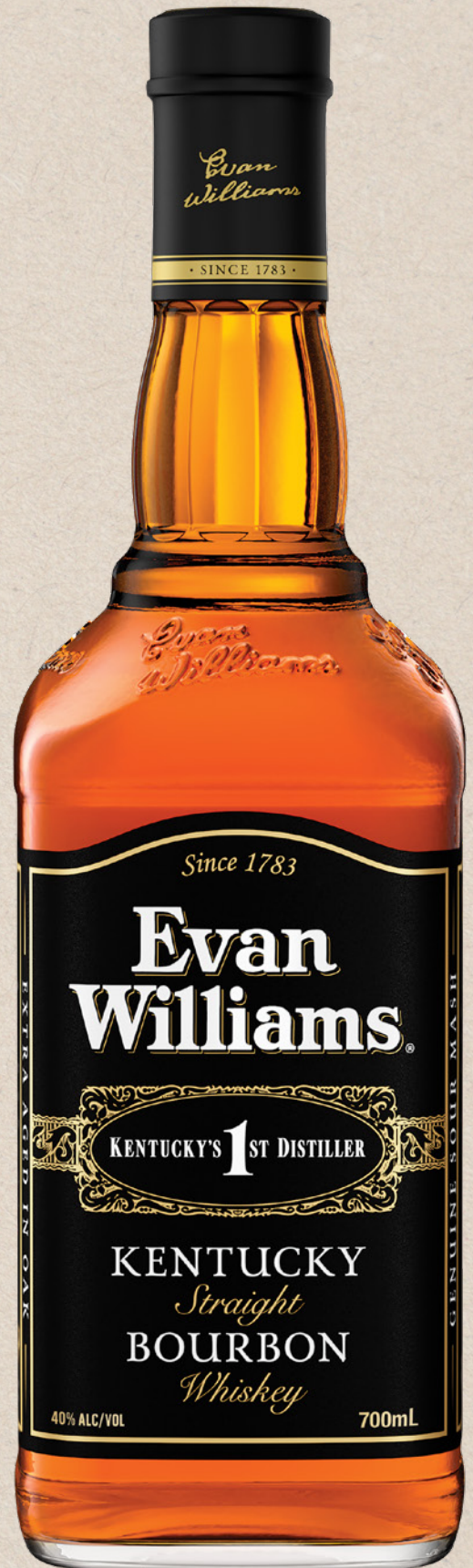
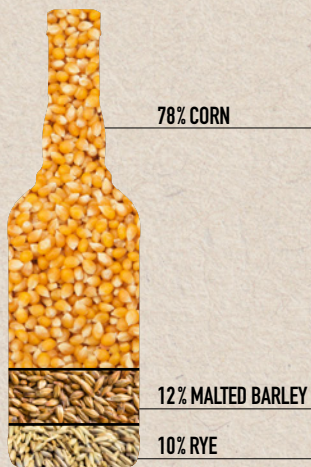
## PROOF

80 Proof

## DISTILLED & BOTTLED BY

Old Evan Williams Distillery  
(a subsidiary of Heaven Hill Brands)

## MASHBILL



**Evan Williams**<sup>®</sup>  
Kentucky Straight Bourbon Whiskey

# HANCOCKS

Cheers!  
cheers.org.nz

CONTACT YOUR HANCOCKS REPRESENTATIVE FOR DETAILS

PHONE: 0800 699 463 | EMAIL: SALES@HANCOCKS.CO.NZ | HANCOCKS.CO.NZ