

ENCHANTED
ROCK

REBECCA CREEK™
A SPIRITED TEXAS DISTILLERY
Texas Hill Country
★

REBECCA
CREEK
FINE TEXAS
WHISKEY

FOR IMMEDIATE RELEASE

REBECCA CREEK DISTILLERY TO LAUNCH TEXAS WHISKEY AND PREMIUM VODKA

FIRST DISTILLERY TO OPERATE IN SAN ANTONIO

SAN ANTONIO, TEXAS, APRIL 28, 2010 — Enchanted Rock Vodka, named in honor of the iconic natural rock formation enjoyed by generations of Texans, and Rebecca Creek Whiskey, will soon be available from Rebecca Creek Distillery. The premium Enchanted Rock Vodka will be available in select markets this summer with Rebecca Creek Single Malt Whiskey debuting next year. Both products have price and taste profiles that are designed to appeal to the Texas market.

An exciting new development for the Texas beverage industry, Rebecca Creek Distillery, LLC, a privately held “Spirited Texas Distillery” in the Texas Hill Country, is the brainchild of two San Antonio entrepreneurs.

Steve Ison, co-founder of Rebecca Creek Distillery and CEO of David Ison and Sons Insurance, a commercial insurance company, says the distillery’s plans have grown from the drawing board to realization in less than two years. He and his partner Mike Cameron, who also works for David Ison and Sons, came up with the concept for the new business. The duo has assembled a board of directors with a diverse background in accounting, sales, marketing and alcohol distribution.

“We were brainstorming about ideas and decided there was a significant growth opportunity for Texas spirits,” says Ison. “We became intrigued by the distillery idea and started to work on our business plan, which of course included visiting distilleries and lots of tasting homework.”

The Rebecca Creek facility will allow visitors to do a little sampling of their own with weekend tastings and tours of the distillery. The first distillery to be built in South Texas will open to the public this summer. Ison estimates the new company will sell about 10,000 cases during its first year of operation.

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Marketing begins first in the San Antonio and Austin Hill Country area and includes opening a new market in Texas every 90 days, reaching all parts of the state by the holidays. Plans call for a national rollout in the near future, according to co-founder Steve Ison. Extensive field research with visits to distilleries throughout the U.S. resulted in Rebecca Creek Distillery bringing on board their own Master Distiller from West Virginia, Eric Watson.

“We sourced the best distillery equipment on the market and hired the best consultants, with a focus on creating and crafting premium brands by investing in the necessary infrastructure up front,” explains Ison. This careful due diligence has resulted in establishing one of North America’s largest craft distilleries which will give the operation a scale of economy that will allow them to price their products quite favorably. Initial plans call for a handful of employees with more being added on as the company expands.



Co-founder Mike Cameron describes Enchanted Rock Vodka as a smooth, refined grain-based premium vodka. "Our original single malt Texas whiskey is a one-of-a-kind, smooth sipping-whiskey that can be enjoyed straight or mixed. We're proud of how our products taste, as well as the design of our packaging," says Cameron, adding that the distillery will utilize a water recycling program and will contribute its spent grain to farmers for feeding cattle.

Rebecca Creek Single Malt Texas Whiskey and Enchanted Rock Vodka are trademarks of Rebecca Creek Distillery, LLC. The recipes are a trade secret as are the techniques used to produce the spirits. Enchanted Rock Vodka is distilled 6 times using water that is naturally limestone filtered from the Trinity Aquifer. Rebecca Creek Single Malt Texas Whiskey is crafted using a proprietary blend of malted barley and also takes advantage of the Trinity Aquifer's unique water.

Enchanted Rock Vodka will be available this summer. For more information about retail outlets for Enchanted Rock Vodka and Rebecca Creek Whiskey, please visit TexasVodka.com, RebeccaCreekWhiskey.com or RebeccaCreekDistillery.com.

ABOUT ENCHANTED ROCK VODKA AND REBECCA CREEK SINGLE MALT TEXAS WHISKEY:

Enchanted Rock Vodka is produced with Texas ingredients and artisan distilled six times using naturally limestone-filtered water.

Rebecca Creek Single Malt Texas Whiskey is produced from a blend of domestic malted barleys, naturally limestone-filtered water, and distilled in small batches using a traditional copper pot still before being matured in charred oak barrels.

Both spirits are exclusively produced in San Antonio.

ABOUT REBECCA CREEK DISTILLERY:

Rebecca Creek Distillery, LLC

26605 Bulverde Rd., Suite B

San Antonio, Texas 78260

tel: 830-714-4581 | fax: 830-741-4582

info@rebeccacreekdistillery.com

RebeccaCreekDistillery.com

