



FOR IMMEDIATE RELEASE

Gulch Distillers Strikes Gold

Burrone Fernet Wins Gold Medal at San Francisco World Spirits Competition

HELENA, MONTANA - May 18, 2023 - Gulch Distillers, Helena's craft microdistillery, is thrilled to announce that their product Burrone Fernet has been awarded a Gold Medal at the esteemed San Francisco World Spirits Competition. This recognition solidifies Gulch Distillers' position as a producer of exceptional spirits, and the award highlights the brand's commitment to excellence and innovation in the industry.

Fernet is an Italian-style herbal liqueur, a subcategory of the bitter, aromatic liqueurs known as "amari." Gulch Distillers began producing Burrone Fernet in 2016 as a complex, herbal, after-dinner liqueur and a bold cocktail ingredient. "Amaro is the main reason I got into the distilling business," said Steffen Rasile, co-owner of Gulch Distillers. "I was always amazed by the wide variety of flavors and complexity of a single category liquor."

"Burrone Fernet epitomizes our commitment to creating innovative and quality craft spirits," continues Rasile. "We have honed our recipe and process over the years to ensure a consistently bold, balanced, and engaging spirit that has garnered a passionate following. Winning Gold Medal at the San Francisco World Spirits Competition is a tremendous honor and a testament to the hard work and creativity of our team."

The San Francisco World Spirits Competition is the oldest and largest competition of its kind. As one of the most revered events in the spirits industry, SFWSC brings together esteemed judges and experts to assess thousands of spirits from around the world. The competition sets the standard for excellence in spirits, recognizing products that demonstrate superior quality, flavor, and craftsmanship. Gulch Distillers Burrone Fernet stood out among the fierce competition and impressed the panel of experts with its exceptional character.

This award adds to a string of accolades for Gulch Distillers' Burrone Fernet. In 2019, the American Craft Spirit Association awarded Burrone Fernet the prestigious Best in Show, Best in Class, and Gold Medal titles, solidifying its place as an outstanding craft spirit.

Tyrrell Hibbard, co-owner of Gulch Distillers, often emphasizes the importance of perseverance and finishing strong when discussing Burrone Fernet. "As a classic, Old World-style digestif, a dram of Fernet is an ideal way to finish your evening and kickstart



your digestion,” says Hibbard. “‘Finish strong’ has become our unofficial Burrone Fernet motto, so it is very fitting and humbling that we finished this competition with such strong standing.”

To celebrate this momentous achievement, Gulch Distillers invites spirits enthusiasts and supporters to join them for a special celebration at the Gulch Distillers Tasting Room, located at 790 Front Street. The celebration will take place on May 25th, where guests will have the opportunity to enjoy specially crafted Burrone Fernet cocktails and raise a glass to the award-winning spirit. The event promises to be an evening of merriment and appreciation for the passion and dedication that goes into every bottle of Gulch Distillers' Burrone Fernet.

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About Gulch Distillers:

Gulch Distillers is a renowned craft distillery located in Helena, Montana. With a commitment to quality and innovation, Gulch Distillers produces a range of exceptional spirits, including their award-winning Burrone Fernet. Nestled in the heart of Montana, Gulch Distillers showcases the state's natural beauty and rich heritage through their handcrafted, premium spirits.

For more information about Gulch Distillers and Burrone Fernet, please visit:

gulchdistillers.com

For more information about the San Francisco World Spirits Competition, please visit:

sfspiritscomp.com