

# KENTUCKY STRAIGHT BOURBON WHISKEY

*A LIGHT & REFINED BOURBON THAT  
BRINGS PEOPLE IN WITH THE FIRST SIP*

Booker Noe loved bourbon for its character and craft. He loved what it could mean and what it could be. So he created Basil Hayden® Kentucky Straight Bourbon Whiskey – distilled to showcase everything great about bourbon while remaining inviting and approachable.

## WHAT IS BASIL HAYDEN?

*Basil Hayden is a light, inviting Kentucky Straight Bourbon Whiskey created by Master Distiller Frederick “Booker” Noe to showcase the depth and breadth of what a bourbon could be. It offers something to love for everyone, from bourbon lovers to those taking their first sip.*

## WHAT MAKES BASIL HAYDEN UNIQUE?

*Basil Hayden presents a unique take on bourbon, while adhering to the spirit’s most authentic roots and richest traditions. It’s made with a high-rye mash bill and bottled at 80 proof, giving it a light yet complex flavor with the perfect balance of spicy-smooth and sweet.*

## HOW CAN BASIL HAYDEN BE ENJOYED?

*Basil Hayden is ideally served in light aperitif-style sipping cocktails that complement the spice and versatility of the liquid. Without the typical intensity of other bourbons, Basil Hayden lends itself to a lighter exploration of classic and bartender-inspired cocktails that are best enjoyed as the “first sip” of any occasion. Basil Hayden can also be enjoyed neat or on the rocks.*

## PRODUCT DETAILS

SIZES:	PROOF:	SUGGESTED PRICING:
1.75L, 1L, 750mL, 375mL	80	\$79.99   1.75L \$53.99   1L \$42.99   750mL \$23.99   375mL

**COLOR**  
*Golden brown*

**AROMA**  
*Charred-oak, sweet vanilla &  
caramel, hints of dried fruit*

**TASTE**  
*Charred-oak flavor, complemented  
with sweet brown sugar and a touch  
of black pepper*

**FINISH**  
*A pleasant, lingering charred oak  
finish with a hint of dried fruit*





## SIGNATURE SERVE

### BASIL HAYDEN GOLDEN HOUR

- 1 part Basil Hayden® Kentucky Straight Bourbon Whiskey
- ¾ part Lillet® Blanc
- ¾ part Aperol® Aperitif
- Grapefruit peel

Combine ingredients over ice in a mixing glass. Stir thoroughly. Strain into a chilled cocktail glass over a large ice cube. Garnish with a grapefruit peel.

## BRAND & COMMERCIAL SUPPORT (2022)

### PAID MEDIA

- Master visuals & lifestyle photography in support of new “Light the Way” global campaign
- National media (digital, social, OOH) for wide-reaching “Light the Way” equity support
- “Keep Things Light” hosting collaborations via influencers and media partners

### COMMERCIAL

- Basil Hayden Cocktail Experience to ensure consistency when serving and support aperitif-style drink strategy
- Golden Hour cocktail support including ONP sampling, specialty bar tools, refreshed POS, Print-on-Demand (POD) and premium mailers
- Illuminating Advocacy 3-tier event activations for trade and key media/influencers to support “Golden Hour” programming
- “Keep Things Light” hosting collaborations via OFP sampling

### SELLING POINTS

- Launched in 1992, Basil Hayden is one of four brands in Booker Noe’s Small Batch Bourbon Collection that also includes Knob Creek®, Baker’s® and Booker’s®. The collection revolutionized the stagnant bourbon industry, attracting a new generation of fans while cementing Booker’s reputation as a visionary distiller.
- Basil Hayden is part of an elite group of seven super-premium spirits brands that are priced at \$39.99 or higher, and have sold at least 250k 9L cases in the US, including Patrón®, Remy Martin®, Don Julio®, Casamigos®, The Macallan® and D’USSE®. To date, Basil has sold over 400k 9L cases.
- Basil Hayden and Super-Premium+ American Whiskey outpaced total American Whiskey by 8x in 2021.<sup>1</sup> After Basil Hayden launched Toast and a new pack in Q4’21, it also began outperforming key competitor Woodford Reserve by +9 pps.<sup>2</sup>

### SUGGESTED SHELF GUIDELINES

- The Basil Hayden Family should be placed prominently among other super-premium bourbons, ideally adjacent to highly visible market leaders such as Woodford Reserve® or Four Roses®.

**Order: Original Bourbon > Toast > Dark Rye > 10 Year**



### BOURBON UPC AND SCC

1.75L	UPC 080686012320	SCC 10080686012327
1L	UPC 080686012139	SCC 10080686012136
750mL	UPC 080686012405	SCC 10080686012402
375mL	UPC 080686012122	SCC 10080686012129