

CONECUH BRANDS ANNOUNCES NEW INNOVATIONS FOR CLYDE MAY'S WHISKEY & BOURBON COLLECTION

GARDEN CITY, NY, November 16- Conecuh Brands, LLC announces the latest additions to the Clyde May's Whiskey and Bourbon portfolio coming to retail this holiday season. These new innovations include Clyde May's 6 Year Single Barrel Straight Bourbon (102 Proof; SRP: \$49.99), Clyde May's 8 Year Straight Rye (104 Proof; SRP: \$49.99), and Clyde May's 12 Year Cask Strength Alabama Style Whiskey (120 proof; SRP: \$129.99).

"We're quite excited about these latest brand extensions. It is a testament to our growing franchise and strong consumer response that we continue to push the envelope around product innovation." says Roy Danis, President and CEO Conecuh Brands, LLC. "We are especially pleased to continue with our Cask Strength Whiskey Continuity Program. We have many fans who follow each release, starting with our 8-year-old Cask in 2016. This current 12-year-old release, we feel is our best yet. It's part of an exclusive limited release of only a few thousand bottles every year.

The 6 Year Single Barrel Straight Bourbon and 8 Year Straight Rye were each aged in New American charred white oak barrels. The Single Barrel Straight Bourbon has big flavors of vanilla, caramel and brown sugar.

The 8 Year Rye is a blend of 8, 9 and 10-year-old straight rye whiskies. This whiskey is a beautiful smooth blend, rich and balanced with robust flavors of fresh coffee beans and cacao nibs.

All three-line extensions come in attractive innovative packaging, consistent with the award-winning packaging for which Clyde May's is well known.

To find out where to purchase, visit <https://www.clydemays.com/buy-online>.

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About Clyde May's Whiskey:

Clyde May's Whiskey has been distilled since 1946 and legal since 2001. More than 70 years of authenticity, dedication and perseverance is behind the brand. It's the first official state spirit in the country and the official state spirit of Alabama. The Clyde May's portfolio includes Clyde May's Original Alabama Style Whiskey, Clyde May's Straight Bourbon, Clyde May's Straight Rye, Clyde May's Special Reserve Alabama Style Whiskey and Clyde May's Cask Strength Whiskey and Bourbon.

About Conecuh Brands LLC.

Founded in 2014, Conecuh Brands is a fully integrated, marketing and sales company, focused on developing, high quality, super premium spirits brands. Brands created by Conecuh Brands have authentic brand stories and delivered in world-class packaging at an outstanding value. In addition to the Clyde May's whiskey portfolio, the company also owns the award-winning Prospero Tequila portfolio in partnership with global superstar Rita Ora and is the exclusive U.S. Importer of J.& J. McConnell's Irish Whisky. To learn more, visit Conecuhbrands.com.

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