



CONECUH BRANDS ANNOUNCES GROUNDBREAKING OF CLYDE MAY'S WHISKEY DISTILLERY

First Distillery to be Built in Troy, AL

GARDEN CITY, NY January 24 - - Conecuh Brands, LLC broke ground today on their new distillery Conecuh Ridge Distillery in Troy, AL. The distillery will produce Clyde May's Alabama Whiskey, Bourbon and Rye. The ceremony was attended by Roy Danis, President and CEO, Conecuh Brands, LLC and Lewis Clyde May II (LC), Brand Ambassador, Clyde May's and grandson of the late Clyde May; Alabama Governor Kay Ivey and Troy, AL Mayor Jason A. Reeves.

This new distillery has been years in the making and will catapult the city of Troy, AL into the national spotlight. Named for an Alabama moonshining folk hero, the brand has won awards from the Ultimate Spirits Challenge, Wine Enthusiast, New York Wine & Spirits Competition, and most recently the San Francisco World Spirits Competition. "We distribute the Clyde May's brand in all 50 states and internationally as well. However, this groundbreaking, permanently establishes the brand's home in Troy, AL. Clyde May, the man, a WW II war hero, a family man and expert whiskey maker got his start in this part of the country. Our distillery preserves his legacy for generations to come", said Danis.

"It's great to welcome Conecuh Ridge Distillery, the maker of Alabama's official state spirit, back to Troy, Alabama," said Governor Kay Ivey. "This project is going to be a great addition to the City of Troy and the Pike County community as a whole, and I'm incredibly excited to see the distillery upon completion."

The distillery will be built on 76 acres and was designed by Lockett & Farley of Louisville, KY. Initially a 24 -inch column still will be in operation with room for additional stills. The current plan includes a rickhouse with a 10,000 barrel capacity, gift shop, restaurant and tasting room.



“The City of Troy is excited to begin the next phase of the Clyde May Distillery project as we celebrate the beginning of construction. This addition to our community will provide economic impact and tourist opportunities very unique for our State. This will be the start of a development that will provide an experience and a product Troy, Alabama will be proud to share with people from across our Country, said Mayor Reeves.

“I am so proud that my grandfather’s legacy will go on. Clyde May’s is the official spirit of the state of Alabama and the first official state spirit. The fact that Clyde May’s is coming home is exciting for me and my family,” says LC May, Clyde May’s Ambassador and grandson of Clyde May.

The schematic for the distillery will include a road named after Clyde, Clyde May Way, as a permanent honor to the man who created the brand. The architecture was inspired by the legacy of Clyde May. One of the features of the distillery is an immersive experience that will capture the local tradition and Clyde’s trailblazing ingenuity. The tenets of ‘an authentic experience’ guided the design process with guests in mind. The distillery grounds will include a mill, still house, rick houses, and bottling factory with a restaurant, museum, gift shop, apple orchard, and amphitheater.

“This is an extraordinary project to be a part of,” said Architect of Record Dana Zausch, “It’s a rare opportunity to design a distillery from scratch, especially for a brand with such an established reputation and storied history. Capturing Clyde’s spirit meant creating a familiar yet modern aesthetic that respond to the rural Alabama vernacular,” she continued.

The distillery is expected to be completed in Spring of 2023; production will begin immediately and the first product produced from this facility is projected for release in 2027.

###



About Clyde May's Whiskey:

Clyde May's Whiskey has been distilled since 1946 and legal since 2001. More than 75 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 in addition to special releases throughout the year.

About Conecuh Brands LLC:

Founded in 2014 and headquartered in New York, Conecuh Brands is a leading producer and marketer of super premium craft spirits, focused on developing high-quality brands, including Clyde May's Whiskey, Prospero Tequila, and McConnell's Irish Whisky. Brands created by Conecuh Brands have authentic brand stories, delivered in world-class packaging at an outstanding value. To learn more, visit Conecuhbrands.com.

About Troy, AL:

Troy is a vibrant city offering a unique blend of small-town values with big-city opportunities. Troy is proud to be the county seat of Pike County. Through the dedication of its citizens and oversight of the Mayor and Troy City Council and strong partnerships with the County, State, University, and local businesses and organizations, Troy is experiencing unprecedented economic growth. Home of Troy University, you will find a wide variety of cultural and educational opportunities as well as Division I sporting events planned throughout the year, and Troy has the designation of being on College Ranker's 2021 list of "50 Best Colleges Towns to Live in Forever."