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**Greeley's award winning first distillery introduces new branding and products**

Syntax Precision Spirits introduces Heavy Rum & Rose Gin along with all-new branding

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Syntax Precision Spirits, Greeley's first distillery, has rebranded and introduced two new spirits.

Syntax was one of the first distilleries in Colorado, opening in 2010. From the beginning, Syntax has made only authentic, grain-to-glass craft spirits.

At the distillery and tasting lounge in Greeley, CO, a large selection of cocktails and spirits are available, including several varieties of whiskey, vodka, rum, gin, and an impressive array of infusions. Brand new this year, Rose Gin and Heavy Rum have been added to the collection.

Heavy Rum and Rose Gin are the newest members of our Precision Spirits lineup, which also includes Crystal Vodka and Straight Bourbon Whiskey.

Each batch of our Heavy Rum starts with 100% American dark cane molasses blended with Rocky Mountain whitewater. Then we ferment it and distill it in our handmade column stills for a clean, smooth, molasses flavor. Next, we age it in a whiskey barrel and add just a kiss of the same premium dark molasses that it's fermented from for a rich, smooth flavor and texture and delightfully dark color.

Syntax's Rose Gin is a flirty floral gin that begins life much like our grain-to-glass Crystal Vodka. It's then flavored with all-natural botanicals both in the still and in a vapor basket above the still column. Botanicals include juniper berries with red rose petals, sweet orange peel, lemon and lime zest, lavender flowers, anjelica root, cardamom seeds, liquorice root, coriander seeds, and Indonesian cinnamon.

When you drink Syntax's Crystal Vodka, you're enjoying a completely unique, truly local spirit that doesn't taste like all the rest. We start with 100% local wheat. Then we grind, mash, and ferment the grain, and distill it. Finally, we polish the flavor by carbon filtering. Syntax's vodka has been awarded many honors including: Gold Medals from the Beverage Tasting Institute and Microliquor International Spirits Awards, and a Finalist rating in the Good Food Awards.

The winner of two gold medals, Syntax's Straight Bourbon Whiskey is made from local corn, wheat, barley, and pure Poudre River whitewater. Each batch is barrel aged for at least two years in full-size 53 gallon whisky barrels, to produce a richer, more flavorful spirit than rapid-aging in small barrels.

Syntax Precision Spirits are available for purchase and currently being distributed to bars and liquor stores in a growing circuit, which now includes Colorado, Oklahoma, and Wyoming.

Coinciding with our new products and distribution, Syntax also features a new and improved look.

While our previous bottles featured powerful figures in a pinball-esque style, the new design is minimalistic and much more refined. Matte white labels with embossed lettering are accompanied by molecular structures, one for each spirit, that is an actual representation of a molecule found in that spirit.

The molecule featured on Syntax Crystal Vodka is ethanol. Furfural is the molecule featured on Syntax Straight Bourbon. It's an aldehyde that originates from the barrels that the whiskey is matured in. It's naturally reddish-brown and has an almond-like, grainy flavor. Geraniol is the molecule that graces our Rose Gin. It's a terpene alcohol with an aroma that most describe as rose- or geranium-like. It's found in many floral oils, but most notably in rose petals, which feature prominently in our Rose Gin. The molecule displayed on our Heavy Rum bottle is vanillin, a phenolic aldehyde which is produced from the lignin in wood when barrels are charred. It has a vanilla flavor and aroma that it adds to barrel aged spirits, like our Heavy Rum.

Syntax's new branding highlights the chemistry involved in the distillation process while complementing our company's name. Syntax refers to the formation and arrangement of symbols, and in this particular environment, the arrangement of chemicals to create award-winning, sippable spirits.