



JOS. A. MAGNUS & CO. RELEASES THEIR LIMITED EDITION RESERVE BOURBON AT \$1000 A BOTTLE

WASHINGTON, D.C.--- Washington, D.C based distillery, **Jos. A. Magnus & Co.**, is proud to announce the creation of their latest limited edition bourbon, **J.A. Magnus Reserve**. J.A. Magnus Reserve offers a truly remarkable experience for those who seek to possess rare bourbon. At suggested retail of **\$1,000 a bottle**, this expression was crafted for consumers of luxury. Only **192** bottles were made. Once they are gone this product will never exist again.

Looking to follow in the legendary footsteps of A.H. Hirsch Reserve, the former brand owner of the Hirsch brand offered his endorsement of J.A. Magnus Reserve: "As the prior brand owner of A.H. Hirsch Bourbon a legendary American Bourbon, our friends at Jos. A. Magnus have created a whisky to behold and enjoy in the same way as A.H. Hirsch. Not only is the quality one of the best Bourbons I have sampled in recent times but the packaging is sure to make this special limited release an instant collectible. My only hope is that a bottle is reserved for myself before this sells out."

J.A. Magnus Reserve is a cask strength blend of two rare "honey barrels" comprised of 16 and 18 year straight bourbons which were hand-selected by **Master Blender Nancy "The Nose" Fraley**. Staying true to the heritage of artful blending, the first edition of J.A. Magnus Reserve exhibits a richness, complexity and depth of character with dark stone fruit, cherry, citrus on the palate and a long, smooth finish of woodspice, caramel, vanilla, honeyed-hay and tobacco.

Jos. A. Magnus & Co. has garnered the nation's top awards for their spirits including multiple Double Gold medals and Best in Show wins at the most revered spirits competitions in the world.

Re-established in 2015, the distillery is located at 2052 W. Virginia Ave NE, Washington, DC 20002. Magnus' award winning spirits, including their flagship Joseph Magnus Bourbon and Vigilant District Dry Gin, can be found in liquor stores, bars and restaurants in DC, Maryland and Virginia. J.A. Magnus Reserve can be purchased directly through the distillery and at Potomac Wine & Spirits, Schneider's of Capitol Hill and One West Dupont.

About Jos. A. Magnus & Co.

In 1892, Joseph Alexander Magnus set out to create the world's greatest whiskeys, gins, and other spirits through the founding of Jos. A. Magnus & Co., and in doing so, became one of the most successful pre-prohibition spirits producers in the nation. A man of valor and honor, Joseph learned the value of doing things right and doing them with passion. Ever in control of his own destiny, he silenced his stills on his own terms when Prohibition came knocking, but when a bottle of 122 year old bourbon was discovered by Joseph's great grandson, we knew it was time to bring back "remarkable spirits for remarkable people." Proudly re-established in 2015 in Washington, D.C., Jos. A. Magnus & Co. is honored to have garnered the nation's top spirit awards using the very same techniques Joseph Magnus did over 100 years ago.