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CONTACT:

Charissa Benjamin/202-415-4461/charissa@savor-pr.com
Elaine Mazanec/301-922-0741/elaine@savor-pr.com

**ONE EIGHT DISTILLING UNVEILS NEW LABEL AND BRAND:
“DISTRICT MADE”**

New logo and bottles reflect distillery's pioneering spirit



WASHINGTON, April 27, 2018 — [One Eight Distilling](#) unveils their newly redesigned “District Made” spirits portfolio.

As part of One Eight's evolution with this new branding, created in collaboration with [Thoroughbred Spirits Group](#), the distillery is pleased to announce their partnership with leading North American beverage distributor, [Breakthru Beverage Group](#). This relationship will expand One Eight's availability in the DC and MD markets with additional growth in the Mid-Atlantic in the near future.

The bold, industrial **District Made** design is inspired by the distillery's sense of pride in Ivy City, its neighborhood in northeast DC. The new packaging features a custom octagonal glass bottle embossed with the distillery's logo and three stars on each side, referencing the DC flag. The octagonal shape pays homage to the distillery's namesake, Article One, Section Eight of the United States Constitution; the provision that called for a district to become the nation's capital.

A dark textured map showing the distillery's location in Ivy City provides the background of the label with "District Made" emblazoned across the top in an assertive font. A diamond cutout on the front label reveals a gold map of the District on the inside of the bottle. Prominently featured on the back label, the brand statement 'We are One Eight – We are District Made' signals a commitment to grain to glass spirits distilled and bottled entirely within the District.

"We're proud to live and work in Washington, DC so the mission of District Made is to feature local grains in our own recipes to create spirits that uniquely showcase flavors of the Mid-Atlantic region," says Co-founder and CEO Sandy Wood.

"Having watched their targeted growth and expertly executed redesign I knew I wanted them for BBG DC to shine a light on Breakthru DC's local craft portfolio." said Jill Sites, Regional Trident Director of Breakthru Beverage - East Region.

The **District Made** portfolio includes: District Made Straight Bourbon Whiskey, District Made Straight Rye Whiskey, District Made Vodka, District Made Gin and District Made Barrel Rested Gin. The new bottles will be found on shelves in [DC markets](#) in May and [MD markets](#) in June thanks to the partnership with Breakthru Beverage Group. One Eight also produces the Untitled series of small batch experimental spirits.

EDITORS NOTE: For new bottle photography and interview requests, contact Charissa Benjamin at charissa@savor-pr.com or 202-415-4461 or Elaine Mazanec at elaine@savor-pr.com or 301-922-0741.

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About One Eight Distilling

One Eight Distilling, a craft distillery located in Washington, DC, produces a diverse portfolio of spirits under the label "District Made." The distillery is named

for Article One, Section Eight of the Constitution, which among other things, provided for the establishment of a district to serve as the nation's capital. Founded in 2013 by Sandy Wood and Alex Laufer, One Eight Distilling is located in the District's Ivy City neighborhood, at 1135 Okie Street, NE, Washington, DC 20002. For more information visit oneeightdistilling.com, and follow along on [Instagram](#), [Twitter](#) and [Facebook](#).