



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texas Helping Businesses & Protecting Communities

PRODUCT REGISTRATION CERTIFICATE FOR DISTILLED SPIRITS

Date: August 19, 2021

Label Certificate Number: 1128875

Pursuant to the application of : DEUTSCH FAMILY WINE & SPIRITS
Holder of permit/license number : S529064

**Brand : AMERICAN BULL AND BEAR SMALL BATCH KENTUCKY BOURBON
WHISKEY**
Class : BOURBON WHISKY
Size(s) : 25ML-1.75 L
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 40% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 19186001000063

are hereby approved with the same conditions and restrictions as the Federal Certificate of Label Approval (COLA) issued by the Department of Treasury (TTB). If label changes require a new Federal COLA to be obtained, new Texas product registration will also be required.

The certificate issued for this product is for use on containers having the same capacity as represented hereon.

This certificate shall not operate to relieve any person from liability for any violation of the Federal Alcohol Administration Act, the Texas Alcoholic Beverage Code, or any Rules and Regulations thereunder, resulting from the failure of any container bearing the label herein approved, or the contents of such container, to conform to the statements and representations made on such label.

APPROVAL OF THIS PRODUCT DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODE AND RULES.

Product Registration
Excise Tax and Marketing Practices Division
Product.Registration@tabc.texas.gov

c/o DEUTSCH FAMILY WINE & SPIRITS
201 TRESSER BLVD
STAMFORD, CT 06901



**TEXAS ALCOHOLIC
BEVERAGE COMMISSION**
Texans Helping Businesses & Protecting Communities

AMERICAN
BULL
★★★ **AND** ★★★
BEAR



SMALL BATCH
KENTUCKY
BOURBON WHISKEY
40% ALC./VOL. (80 PROOF) | 750ML

AMERICAN
BULL
★★★ **AND** ★★★
BEAR
KENTUCKY
BOURBON WHISKEY



THE TERMS "BULL" AND "BEAR" IS SYNONYMOUS TO THE NEW YORK STOCK EXCHANGE, WHICH WAS FOUNDED IN 17TH MAY, 1792. THE ACTUAL ORIGINS OF THESE EXPRESSIONS ARE UNCLEAR. HOWEVER, HISTORICALLY, THE MIDDLEMEN IN THE SALE OF BEARSKINS WOULD SELL SKINS THEY HAD YET TO RECEIVE. AS SUCH, THEY WOULD SPECULATE ON THE FUTURE PURCHASE PRICE OF THESE SKINS FROM THE TRAPPERS, HOPING THEY WOULD DROP. THE TRAPPERS WOULD PROFIT FROM A SPREAD - THE DIFFERENCE BETWEEN THE COST PRICE AND THE SELLING PRICE. THESE MIDDLEMEN BECAME KNOWN AS "BEARS," SHORT FOR BEARSKIN JOBBERS, AND THE TERM STUCK FOR DESCRIBING A DOWNTURN IN THE MARKET. CONVERSELY, BECAUSE BEARS AND BULLS WERE WIDELY CONSIDERED TO BE OPPOSITES DUE TO THE ONCE-POPULAR BLOOD SPORT OF BULL-AND-BEAR FIGHTS, THE TERM BULL STANDS AS THE OPPOSITE OF BEARS.

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

PRODUCED AND BOTTLED BY:
GOOD SPIRITITS DISTILLING, OLATHE, KANSAS 66062-5400

Aged 18 Months



BULL & BEAR - SMALL BATCH
KENTUCKY BOURBON WHISKEY
40% ALC./VOL. (80 PROOF) - 750ML
Distilled in Kentucky
WWW.BULLBEAR-BOURBON.COM