



TEXAS ALCOHOLIC BEVERAGE COMMISSION

Texans Helping Businesses & Protecting Communities

CERTIFICATE OF APPROVAL OF LABELS FOR DISTILLED SPIRITS

Date: October 29, 2019

Label Certificate Number: 1070898

Pursuant to the application of : **GOOD SPIRITS DISTILLING LLC**

Holder of permit/license number : **S953330**

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**

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(s) to be obtained, new Texas label approval will also be required.

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 labels herein approved, or the contents of such container, to conform to the statements and representations made on such labels.

APPROVAL OF THIS LABEL DOES NOT SIGNIFY COMPLIANCE WITH TABC'S CODES AND RULES.

Label Approval Section

Tax Division

Label.Approval@tabc.state.tx.us

c/o **GOOD SPIRITS DISTILLING LLC**
2019 E SPRUCE CIR
OLATHE, KS 66062-5404



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 SPIRITTS 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