



**TEXAS ALCOHOLIC BEVERAGE COMMISSION
CERTIFICATE OF APPROVAL OF LABELS FOR
DISTILLED SPIRITS**

Date: May 29, 2012

Label Certificate Number: 808574

**Pursuant to the application of : GEORGETOWN TRADING CO LLC
Holder of permit/license number : S803872**

**Brand : 1776 RYE WHISKEY
Class : STRAIGHT RYE WHISKY
Vintage : N/A
Appellation : N/A
Style : N/A
Size(s) : 750 ML
Container Type : BOTTLE
Container Material : GLASS
Stated Alc. Content : 50% ALC/VOL
Tested Alc. Content : N/A
TTB Number : 12079001000067**

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.

**Label Approval Section
Tax Division
Label.Approval@tabc.state.tx.us**

**c/o GEORGETOWN TRADING CO LLC
4200 CATHEDRAL AVE NW APT 711
WASHINGTON, DC 20016-4934**



TABC

TEXAS ALCOHOLIC BEVERAGE COMMISSION

service ★ courtesy ★ integrity ★ accountability

TEXAS ALCOHOLIC BEVERAGE COMMISSION

James E. Pepper
1776
STRAIGHT RYE WHISKEY

*In this bottle lies the oldest and most legendary whiskey legacy in American history.
The same old style and methods have been preserved and restored in this fine whiskey.*



50% ALC/VOL

100 Proof

OLD STYLE

ESTABLISHED IN 1776 at the dawn of the American Revolution, the Pepper family brand of whiskey is the oldest & most legendary whiskey brand in American history. Colonel James E. Pepper (1850-1906), the 3rd generation of that distilling legacy, was a larger-than-life bourbon aristocrat. He raced thoroughbreds, traveled in a private rail car & made famous the "Old-Fashioned" cocktail. He nicknamed his whiskey "Old 1776" & proudly proclaimed his continued use of his grandfather's original Revolutionary-era recipes. ★ Before re-launching this iconic brand, we did extensive historical research & spent years collecting



existing barrels from select distilleries that match the "Old Style". ★ Col. Pepper used to make a "Pure Rye" & for this bottling we found some very similar Old Style barrels made with over 90% RYE in the mash bill. Bottled at 100 PROOF & NOT CHILL-FILTERED, this is a vibrant whiskey with notes of spice, chocolate, cloves & honey. Enjoy it straight up or in your favorite classic cocktail.

and sampling full bottles of original, perfectly preserved, pre-Prohibition Pepper whiskey. We even acquired a letter dated 1887 from J.E.P. himself, detailing his recipes & the exact grain bills. Referencing these materials, we have begun making some new J.E.P. whiskey & hand-picking

PRODUCED & BOTTLED BY STRONG SPIRITS INC.,
BARDSTOWN, KENTUCKY • DISTILLED IN INDIANA

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.

www.JamesEPepper.com

750ML • Aged 2-4 Years • 50% ALC

