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PARK CITY, UTAH'S ALPINE DISTILLING HEIGHTENS THE SENSES WITH NEW TASTING EVENTS  
*New 375ml Bottles Make for Unique Holiday Gifts for Spirits Enthusiasts*

PARK CITY, UTAH – Pursuant to Alpine Distilling's philosophy that spirits are best enjoyed in the company of friends, family, and colleagues, the award-winning craft distillery is introducing new tasting events that cater to groups. Designed for guests to develop greater sensory awareness when it comes to tasting and smell, the Aroma Game and Foundations of Flavor offerings in Park City will inspire participants to discover these senses that promise to enhance their appreciation for spirits.

The Aroma Game is a one-hour, facilitated event that challenges guests to guess aromatic notes and use those notes to describe Alpine's award-winning whiskies. They will then have the rare opportunity to create aromatic compounds to their liking.

"Aroma Academy is delighted that Alpine Distilling is carrying the Aroma Academy range of Sensory Training Products and Aroma Games," says Alan Gordon, Managing Director & Co-Founder of Aroma Academy. "We are not only very impressed by Alpine's commitment to producing spirits of the highest calibre but also by their whole approach – based on understanding and sharing the importance of highly developed sensory skills in both creating wonderful flavors and ensuring consistently high product quality."

Foundations of Flavor is a two-hour program unique in the spirits market. The Utah distillery introduces aromatic stimulants to explore and discuss the characteristics of distillate and compare those to elements from American and French Oak. With that foundation, participants explore the science of mouthfeel (products' physical and chemical interactions in the mouth) and how temperature and pH alter the taste of spirits.

"In addition to fostering an elevated appreciation for distilled spirits, these tasting events are designed to be both educational and fun regardless of the level of knowledge participants have coming into them," explains Alpine Distilling's Founder and Distiller Rob Sergent. "It's a unique

activity for corporate group team building and a diversion for leisure travelers seeking an off-slope or après ski experience with a flavor and aroma adventure.”

Sergent himself, or a trained Alpine Distilling representative, will lead the tastings for up to 16 participants to ensure a personalized experience. Online reservations for both the Aroma Game and Foundations of Flavor tasting events can be made at [www.alpinedistilling.com/events](http://www.alpinedistilling.com/events)

As of December 1, Alpine Distilling’s retail shop at the Park City distillery location, will be open Tuesday-Saturday, 9:00 a.m. to 7:00 p.m. Just in time for holiday shoppers seeking novel, flavorful gifts, 375ml bottles of the Lafayette Bourbon, Persistent Vodka, and the newest product, Spur Whiskey, are sold as a three pack or individually at the distillery.

Alpine Distilling’s spirits are also available in Utah State Liquor Stores and online at <https://www.forwhiskeylovers.com/distillery-row/distilleries/alpine-distilling>

#### ABOUT ALPINE DISTILLING

Founded in 2016, Alpine Distilling is an award-winning craft distillery based in Park City, Utah. We produce the highest quality premium spirits for the active, creative, and mindful individuals who are drawn to the mountain lifestyle. All products are certified Kosher. As a socially conscious brand, Alpine Distilling is pleased to donate a portion of proceeds to benefit local non-profits Park City Community Foundation and Swaner Nature Preserve. More information is available at [www.alpinedistilling.com](http://www.alpinedistilling.com).

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