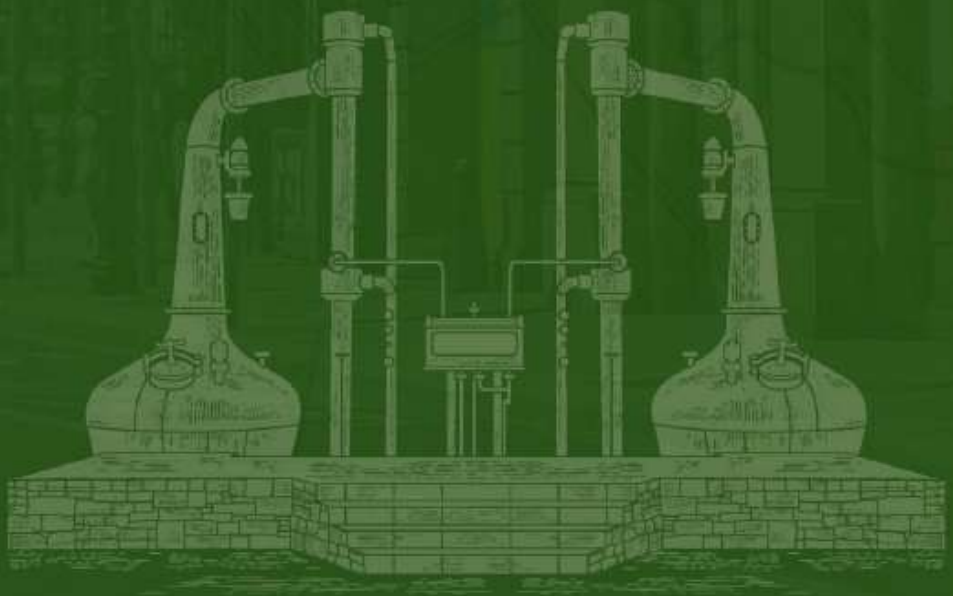


PROOF REPORT

Edition No. 11 | November 2026



Brand Reach | 1,272,000 followers



Coming Soon: Town Branch 10-Year Single Barrel Reserve Bourbon – Cask Strength



Town Branch Distillery holds a special place in Kentucky bourbon history as the seventh member of the Kentucky Bourbon Trail® and the first new distillery built in Lexington since Prohibition. Our whiskey-making journey began even earlier, with distillation starting at our brewery in 2008. This early start allowed us to begin laying down valuable stocks while our new distillery was being developed, officially opening its doors and joining the Kentucky Bourbon Trail in 2012.

Those early years provided an invaluable opportunity to experiment, explore and refine our craft. Different mash bills, distillation techniques, yeast strains and aging approaches all played a role in shaping the whiskey we make today. More than anything, it gave us the opportunity to let time do its work.

Now, we're preparing to introduce something particularly special: **Town Branch 10-Year Single Barrel Reserve Bourbon – Cask Strength.** Beginning availability toward the end of 2026, this limited release represents more than a decade of patience, craftsmanship and dedication to our whiskey-making journey. Bottled at cask strength, each barrel showcases our traditional bourbon mash bill of 72% corn, 15% rye and 13% malted barley. The result is a mature, full-bodied bourbon that brings together Town Branch's signature stone fruit and orchard fruit character with deeper layers of mature oak, vanilla, caramel and spice, developed through more than ten years of aging in #4 charred oak barrels under Kentucky's distinctive climate.

Single-barrel selections and private barrel opportunities will be available in limited quantities, offering select partners and customers the opportunity to experience these exceptional barrels individually, each with its own unique character. With a 10-year age statement, this is no small milestone for a growing distillery. We're proud to bring this new expression to the Town Branch family and look forward to sharing it with our distributors, retail and on-premise partners, and whiskey enthusiasts. **Ten years in the making. A new chapter for Town Branch. Coming soon.**

Coming Soon: Town Branch 101 Bourbon Finished in Rum Barrels (For Export Only)

Also coming soon is an exciting new bottling developed exclusively for duty-free and export markets as Town Branch continues to expand its global presence, particularly across cruise lines and international duty-free channels.



Introducing Town Branch 101 Bourbon Finished in Rum Barrels – 101 Proof. Crafted from bourbon aged approximately 6–7 years, the whiskey is transferred into freshly emptied rum barrels for an additional finishing period of up to one year. The result is a rich and inviting profile that combines traditional bourbon notes of caramel, vanilla, toasted oak and baking spice with the added sweetness and tropical character imparted by the rum casks. The nose reveals aromas of brown sugar, molasses, ripe banana and warm vanilla, while the palate offers layers of toffee, honey and caramelized fruit, complemented by subtle notes of pineapple and banana. A smooth, full-bodied finish brings lingering sweetness, toasted oak and gentle baking spice, creating a well-rounded balance between classic bourbon character and the distinctive influence of rum barrel finishing. This item will excite our onsite and export markets continuing to carry our conversation far and wide.


THE VOICE OF THE LICENSED TRADE September/October 2025
drinks
INDUSTRY
IRELAND
Spirits Trade enters the Irish market
Introducing the digital-first specialist wholesaler focused on premium spirits
Chaney's celebrates 150 years in Roscommon!
Yet is it a viable business for the next generation?
The resilience of Irish Whiskey
A wealth of brands and endless potential
The Heineken® Ahhh-cademy Returns for 2026


BOURBON
BOURBON
Bourbon steps into the spotlight
As the saying goes, "All bourbon is whiskey, but not all whiskey is bourbon." Drinks Industry Ireland looks at this American whiskey category and how it is faring in a highly competitive global market place
A Kentucky bourbon distillery to watch
Town Branch
Dr. Pearse Lyons, an Irish emigrant to Kentucky helped advance fermentation technology and improve efficiency across the distilling industry, while his vision ultimately brought a new distillery back to Lexington after more than a century.
Honouring the past
A brand of exceptional calibre




NOW AVAILABLE






HEIGHTS
Bourbonola
TROPICAL STYLE
BOURBON & BANANA SELTZER






Bottle Share
BRING THE
BOURBON
SCAN FOR 4 PACK




TOWN BRANCH









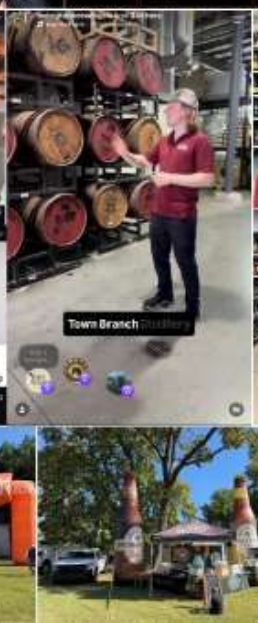

DEPOT
WATERLAND


TOWN BRANCH
TOWN BRANCH
TOWN BRANCH
TOWN BRANCH




$80
$100




Town Branch Distillery








The Top 20 Bourbons and Whiskeys to Hunt in October
20 NEW WHISKEYS!








Bottle Share
TOWN BRANCH
BRING THE
BOURBON
LEXINGTON, KENTUCKY
Q4 (Oct – Dec)
KENTUCKY BOURBON TRAIL®



Road 2 Dublin – Taking It To The Streets

2026 has been a landmark year for Pearse Lyons Distillery as we introduced our first-ever quarterly marketing campaign strategy, bringing the many facets of our portfolio together under one unified vision. Each campaign has been designed to create a stronger connection with our brands, provide meaningful opportunities for our trade partners and engage consumers through experiences that extend beyond the bottle.

Our journey throughout the year has taken us through four distinct themes:
Q1 | St. Patrick's Day: Celebrating the spirit, traditions and global appeal of Ireland's most recognized holiday, while bringing Irish whiskey and spirits into the spotlight.
Q2 | Green Is the New Gold: Highlighting our commitment to sustainability, responsible practices and the many ways our brands connect with a greener future.
Q3 | Summer Gin School: Bringing the world of gin to life through education, cocktail creativity and summer-inspired experiences.
Q4 | Road 2 Dublin: Bringing everything together by celebrating our Irish roots, sharing the stories behind our brands and inviting our global network to experience the place where it all began: Dublin, Ireland.

Road 2 Dublin is perhaps our most personal campaign of the year. It celebrates our point of origin and the heritage that defines Pearse Lyons Distillery, while creating an inspirational connection between our brands, our trade partners, our brand advocates and consumers. Whether it's discovering a new Irish whiskey, enjoying a signature cocktail at a neighborhood bar or planning a future trip to Dublin, the campaign is about creating a journey that ultimately leads back to us at Pearse Lyons Distillery.

We've already set several initiatives in motion, but the greatest opportunity lies in bringing this campaign to life at the local level. Below are some highlights and, more importantly, ways you can participate and make the most of Road 2 Dublin within your own market.

How to Get Involved

1. Cocktail Competition | Celebrating Creativity in Dublin
Launching a Dublin-based cocktail competition to showcase creativity and Irish spirits

2. Website Cocktails | Put Your Best Drinks on Display
Submit cocktail recipes and photos for potential website, cocktail book and campaign features

3. Tag Us | Turn Local Activations Into Global Exposure
Tag our brand accounts in local posts for opportunities to be shared with our 1.3M+ social audience

4. Call-to-Action Emailer | Help Turn Awareness Into Action
Ourt campaign emailer went to over 5k trade and consumers, but we need your support to turn that message into activation & distribution

5. Local Programming | Bring Road 2 Dublin to Your Market
Partner with our team on local promotions, tastings and cocktail features, supported by a $4-off QR-code rebate.









