



Whiskey Business Survival Guide

2/21/2014



| Brand | Parent | Proof | MI Cost | Rich Man's List | Nick's List | Dan's List |
|---|---------------------------|-------|---------|-----------------|-------------|------------|
| 2 Gingers Irish Whiskey | Beam Global | 80 | \$19.99 | | | |
| Basil Hayden | Beam Global | 80 | \$44.99 | | | |
| Canadian Club | Beam Global | 80 | \$13.99 | | | |
| Canadian Club Classic 12 Year Old | Beam Global | 80 | \$22.99 | | | |
| Canadian Club Sherry Cask | Beam Global | 82.6 | \$21.96 | | | |
| Devil's Cut | Beam Global | 90 | \$25.99 | | | |
| Dock 57 by Canadian Club | Beam Global | 80 | \$14.96 | | | |
| Jacob's Ghost White Whiskey | Beam Global | 80 | \$23.99 | | | |
| Jim Beam Honey | Beam Global | 70 | \$20.99 | | | |
| Jim Beam Maple | Beam Global | 70 | \$20.99 | | | |
| Jim Beam Rare Spanish Brandy Finish | Beam Global | 86 | \$39.99 | | | |
| Jim Beam Signature Craft 12 Year Old | Beam Global | 86 | \$39.99 | | | X |
| Jim Beam White | Beam Global | ??? | ??? | | | |
| Knob Creek Maple | Beam Global | 90 | \$35.96 | | | |
| Knob Creek Rye | Beam Global | 100 | \$39.99 | | | |
| Laphroaig Scotch Whiskey | Beam Global | 86 | \$49.99 | | | |
| Maker's Mark 46 | Beam Global | 94 | \$39.99 | | | |
| Red Stag Black Cherry | Beam Global | 80 | \$20.99 | | | |
| Red Stag Hard Core Cider | Beam Global | 80 | \$20.99 | | | |
| Gentleman Jack | Brown Foreman | 80 | \$33.99 | | | |
| Jack Daniel's | Brown Foreman | 80 | \$24.99 | | | |
| Jack Daniel's Tennessee Honey | Brown Foreman | 70 | \$24.99 | | | |
| Old Forester Bourbon | Brown Foreman | 86 | \$19.99 | | | |
| Southern Comfort | Brown Foreman | 70 | \$15.99 | | | |
| Southern Comfort 100 Proof | Brown Foreman | 100 | \$19.99 | | | |
| Southern Comfort Cherry | Brown Foreman | 70 | \$14.96 | | | |
| Woodford Reserve Bourbon | Brown Foreman | 90.4 | \$35.96 | | | |
| Woodford Reserve Double Oaked | Brown Foreman | 90.4 | \$59.99 | #9 | X | |
| Black Velvet "base" | Constellation Brands | 80 | \$9.49 | | | |
| Black Velvet 8 year Reserve | Constellation Brands | 80 | \$12.99 | | | |
| Black Velvet Cinnamon Rush | Constellation Brands | 70 | \$12.99 | | | |
| Black Velvet Toasted Caramel | Constellation Brands | 70 | \$12.99 | | | |
| Dewar's | Dewar's | 80 | \$24.99 | | | |
| Dewar's 12 Year Old | Dewar's | 80 | \$35.96 | | | |
| Dewar's Highlander Honey | Dewar's | 80 | \$24.99 | | | |
| Drambuie 15 | Dewar's | 86 | \$59.99 | #10 | | |
| Bulleit Bourbon | Diageo | 90 | \$26.99 | | | |
| Bulleit Rye | Diageo | 90 | \$26.99 | | | X |
| Crown Royal Black | Diageo | 90 | \$29.99 | | | |
| Crown Royal XO (VIP) | Diageo | 80 | \$49.96 | | X | |
| Dickel #8 | Diageo | 80 | \$18.97 | | | |
| George Dickel White Whisky | Diageo | 91 | \$21.96 | | | |
| Johnnie Walker Double Black | Diageo | 80 | \$45.99 | | X | |
| Talikser 10 | Diageo | 91.6 | \$69.99 | #7 | | X |
| Talkisker Storm | Diageo | 91.6 | \$76.99 | #6 | | |
| Bourbon | Grand Traverse Distillery | 86 | \$27.99 | | | |
| Cherry Whiskey | Grand Traverse Distillery | 80 | \$27.99 | | | |
| Ole George | Grand Traverse Distillery | 93 | \$19.97 | | | X |
| Straight Rye | Grand Traverse Distillery | ??? | ??? | | X | |
| White Dog | Grand Traverse Distillery | ??? | ??? | | | |
| Cinerator | Heaven Hill Distillery | 91.1 | \$12.95 | | | |
| Elijah Craig 12yr | Heaven Hill Distillery | 94 | \$26.99 | | | X |
| Evan Williams 1783 | Heaven Hill Distillery | 86 | \$16.99 | | | |
| Evan Williams Black | Heaven Hill Distillery | 86 | \$13.49 | | | |
| Evan Williams Reserves - Cherry | Heaven Hill Distillery | 70 | \$12.99 | | | |
| Evan Williams Reserves - Cinnamon | Heaven Hill Distillery | 70 | \$12.99 | | | |
| Evan Williams Reserves - Honey | Heaven Hill Distillery | 70 | \$12.99 | | | |
| Evan Williams Single Barrel 10yr | Heaven Hill Distillery | 86.6 | \$29.99 | | | |
| Henry Mckenna | Heaven Hill Distillery | 80 | \$11.99 | | | |
| Henry Mckenna Single Barrel BIB 10yr | Heaven Hill Distillery | 100 | \$29.99 | | | |
| Parker's Heritage Collection - ALS Promise of H | Heaven Hill Distillery | 96 | \$99.99 | #1 | X | X |
| Rittenhouse Rye | Heaven Hill Distillery | 100 | \$22.99 | | | |
| Jager Honey | Jager | 70 | \$27.99 | | | |
| Buggy Whip Wheat Whiskey | Journeyman Distillery | 90 | \$49.95 | | | |
| Featherbone Bourbon | Journeyman Distillery | 90 | \$49.95 | | | |
| Ravenswood Rye Whiskey | Journeyman Distillery | 90 | \$34.35 | | | X |



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| Silver Cross Whiskey | Journeyman Distillery | 90 | \$49.95 | | | |
| Three Oaks Single Malt | Journeyman Distillery | 90 | \$49.11 | | | |
| W.R. Whiskey | Journeyman Distillery | 90 | \$34.99 | | | |
| Bourbon | Koval Distillery | 94 | \$44.99 | | X | |
| Chrysanthemum Honey Liqueur | Koval Distillery | 40 | \$39.99 | | | |
| Four Grain | Koval Distillery | 94 | \$44.99 | | X | |
| Oat | Koval Distillery | 80 | \$42.96 | | | |
| Rye | Koval Distillery | 80 | \$42.96 | | X | |
| Toasted Barrel Oat | Koval Distillery | 80 | \$42.96 | | X | |
| White Rye | Koval Distillery | 80 | \$33.99 | | | |
| Chivas 18 | Pernod Ricard | 80 | \$32.99 | | | |
| Jameson 12 Year Old Special Reserve | Pernod Ricard | 80 | \$49.96 | | | |
| Jameson Gold Reserve | Pernod Ricard | 80 | \$84.96 | #3 | X | X |
| Jameson Original | Pernod Ricard | 80 | \$26.99 | | | |
| JP Wiser's Rye | Pernod Ricard | 80 | \$24.99 | | | |
| JP Wiser's Spiced | Pernod Ricard | 86 | \$24.99 | | | |
| Paddy Bee Sting | Pernod Ricard | 70 | \$21.96 | | | |
| Paddy Devil's Apple | Pernod Ricard | 70 | \$21.96 | | | |
| Paddy Old Irish Whiskey | Pernod Ricard | 80 | \$21.96 | | | |
| Pike Creek Canadian Whiskey | Pernod Ricard | 80 | \$31.99 | | | |
| The Glenlivet 15 Year Old | Pernod Ricard | 80 | \$56.96 | #15 | | |
| Grass Widow Bourbon | Two James Distillery | 91 | \$44.99 | | X | X |
| Michigan Rye Dog | Two James Distillery | ??? | ??? | | X | X |
| Atholl Brose | Veritas Hand Crafted & Micro Disti | 70 | \$59.99 | #11 | | |
| Benromach 10 Year | Veritas Hand Crafted & Micro Disti | 86 | \$59.99 | #12 | | |
| Benromach Organic | Veritas Hand Crafted & Micro Disti | 86 | \$79.99 | #4 | X | X |
| Benromach Peat Smoke | Veritas Hand Crafted & Micro Disti | 92 | \$79.99 | #5 | X | |
| Compass Box Oak Cross | Veritas Hand Crafted & Micro Disti | 86 | \$51.99 | | | |
| Compass Box Peat Monster | Veritas Hand Crafted & Micro Disti | 92 | \$59.99 | #13 | | |
| Compass Box Spice Tree | Veritas Hand Crafted & Micro Disti | 92 | \$61.99 | #8 | | X |
| Great King Street | Veritas Hand Crafted & Micro Disti | 86 | \$39.99 | | | |
| MacPhail's Collection Highland Park 8 | Veritas Hand Crafted & Micro Disti | 86 | \$39.99 | | | |
| McFaddens Irish Whiskey | Veritas Hand Crafted & Micro Disti | 80 | \$23.99 | | | |
| Mortlach 15 year Old | Veritas Hand Crafted & Micro Disti | 86 | \$89.99 | #2 | X | X |
| Bird Dog Blackberry | Western Spirits | 80 | \$17.99 | | | |
| Bird Dog Bourbon | Western Spirits | 80 | \$19.97 | | | |
| Bird Dog Hot Cinnamon | Western Spirits | 80 | \$17.99 | | | |
| Bird Dog Maple | Western Spirits | 80 | \$17.99 | | | |
| Bird Dog Peach | Western Spirits | 80 | \$17.99 | | | |
| Russell's Reserve - 10 Year Old | Wild Turkey | 90 | \$39.99 | | | |
| Russell's Reserve - Single Barrel | Wild Turkey | 110 | \$47.99 | | | X |
| Russell's Reserve - 6 Year Old | Wild Turkey | 90 | \$29.99 | | | |
| Wild Turkey 101 | Wild Turkey | 101 | \$21.96 | | | |
| Wild turkey 81 | Wild Turkey | 81 | \$18.99 | | | |
| Wild Turkey American Honey | Wild Turkey | 71 | \$20.99 | | | |
| Wild Turkey Kentucky Spirit | Wild Turkey | 101 | \$47.99 | | | X |
| Wild Turkey Rare Breed | Wild Turkey | 108.2 | \$35.96 | | | |
| Wild Turkey Spiced | Wild Turkey | 86 | \$20.99 | | | |
| Auchentashan | Wild Turkey - Single Malts | 80 | \$30.99 | | | |
| Bowmare | Wild Turkey - Single Malts | 80 | \$30.99 | | | |
| Glen Grant | Wild Turkey - Single Malts | 80 | \$39.99 | | | |
| Glen Gurioch | Wild Turkey - Single Malts | 96 | \$44.99 | | | |
| Yamazaki 12 Year Old | Wild Turkey - Single Malts | 86 | \$59.99 | #14 | | |