



1928

TASTE 100 YEARS

EVER TASTE A 100-YEAR-OLD SPIRIT?

Named "1928" for the oldest vintage in the blend, it also contains 1941, 1962, 1973 & 1996, fusing ancient French Armagnacs and Calvados to perfect this Rye whiskey.

BHAKTA 1928 is the brainchild of industry maverick Raj Bhakta who as you know, founded WhistlePig, made a fortune, and has now amassed the world's largest collection of vintage spirits. Instead of investing millions into marketing, we put the investment into this bottle in the form of rare and ancient spirits which perfect this 2018 Straight Rye Whiskey.

There is no limit to how much you can buy, but we are seeking true partners here; preferred accounts who will work with us in featuring BHAKTA 1928 both on and off premise. Our mission is to drive key placements that will generate meaningful velocity. We'll supply the tools to help make that happen – including our signature cocktail "The 100-Year-Old-Fashioned", and store displays that are built to attract attention. All with a jaw dropping SRP of \$69.99.



BHAKTA

BHAKTA



SPICE

Entry



OAK, VANILLA & APPLE

Palate



LONG & CREAMY

Finish

- ◆ RAJ PETER BHAKTA'S RETURN TO RYE
- ◆ 5% OVER 50 YEARS OLD (1928, 1941, 1962, 1973)
- ◆ 30% OVER 30 YEARS OLD
- ◆ AVERAGE AGE OF 15 YEARS OLD

Distributor Product No.	UPC	Proof	SRP	Size	Bottles	Case Price
	810103252356	100	\$69.99	750ML	6	

DRINK VINTAGE