



CLEVELAND

— WHISKEY —



To the Japanese Sophisticate:

Japan and the Japanese people are known for a great sensitivity to the beauty of something finely crafted, whether by nature or by hand. We at Cleveland Whiskey feel the same. And, like Japan, we honor the ways of old and the innovations of new. What is unusual is that we have combined the two and the result – something radically different – is now in your hands.

At Cleveland Whiskey we have expended years of research to combine the centuries old tradition of whiskey distilling in America with the myriad possibilities of high technology. Many in the book-bound world of bourbon distillation consider us heretics. But innovators are often considered wrong until the results are proven. No one believed [Marconi](#) could transmit messages through the air until he did. No one believed the [Wright brothers](#) could fly until they did. And no one believed that anyone could age fine bourbon in one week until we did it.

Black Reserve™ is the world's first and only fine bourbon that is the result of the careful mating of traditional bourbon whiskey and disruptive technology. Sip some and you'll immediately know why thousands of taste tests matched this spirit to the quality of fine bourbons aged nearly ten years instead of one high tech week.

Christmas Bourbon® is the warmth of old snow covered New England from hundreds of years ago when apple cider and spices simmered on a wood fired stove. In the same spirit – but working with bourbon instead of apple cider – nutmeg, cinnamon, cloves, vanilla, allspice and just a touch of orange peel are added to Cleveland Whiskey resulting in a taste that caused [Fortune Magazine](#) to name Christmas Bourbon one of the top gift selections for 2014.

Cleveland Underground™ is the result of unusual and secret (thus “underground”) experimentation wherein fine bourbon whiskey is finished in Black Cherry, Honey-Locust, Sugar Maple and Hickory woods. No additives. Try some and you will immediately understand why it won several gold medals including a [Gold for taste](#) and a Double Gold.

So, please enjoy sipping Cleveland Whiskey alone in a glass “neat”; add water, ice or both; combine it with Ginger Ale and ice for a “Bourbon & Ginger”; enjoy a traditional “Manhattan” or create your own cocktail. And remember, now you too are *radically different!*

PS: If you create your own cocktail with any of our Cleveland Whiskies, please share it and Craft Trading Godo Kaisha may post it on their website so that others in Japan can try your creation!

Tom Lix, CEO and Founder
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