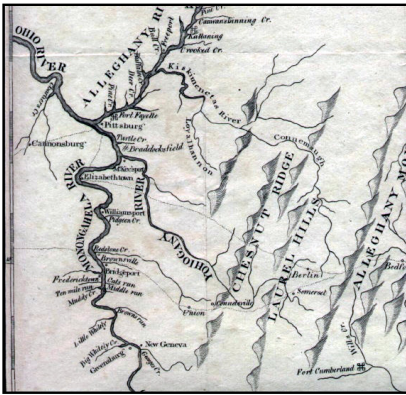


1803 MAP OF WESTERN PENNSYLVANIA



"Journal of a tour in the territory northwest of the Allegheny Mountains made in the spring of the year 1803", Thaddeus Mason Harris



TECHNICAL INFORMATION

Batch size: 250 gallons
Mash bill: 80% Rye, 20% Malted Rye
Distilled to: 134 Proof
Filtration: Not chill filtered, not carbon treated
Barrel type: Used Quercus Alba
Dilution water: TDS 259ppm

Distiller's Tasting Notes:

Nose - Big and complex starting with plums, strawberries, green apple, ripe banana and pomelos followed by rye grain, clove spice, mint, and herbs.
Taste - Citrus fruit resounds leading to rosemary herbal spiciness.
Finish - Very long indeed, herbal with a lingering note of meyer lemon.

High West's newest Silver Whiskey - OMG Pure Rye

High West is proud to help bring back a true American product - Rye Whiskey. OMG Pure Rye is an un-aged whiskey made in the style of the rye whiskey from 1800's Western Pennsylvania. With a traditional 80% rye and 20% malted rye mash bill, OMG Pure Rye is distilled at a very low proof in a pot still. We think OMG Pure Rye tastes like Christmas fruitcake with deep plum, yeasty grain, Christmas spices and dried fruit. Warning: OMG is not for everyone. We designed OMG Pure Rye to be put in a barrel or consumed neat. You can't just mix this like you do vodka! But if you like big complex chewy libations, it's for you.

The Name

OMG had a different meaning in the 1800's - Old Monongahela rye. The Monongahela is a river in western Pennsylvania named after a Latinized version of the Native American word Mechmenawungihilla. The word means "falling banks" in reference to the geological instability of the river's banks, which are high, get washed out and therefore collapse.

The History

This region was the site of America's first civil war, the Whiskey rebellion of 1794. It later became the epicenter of American distilling when whiskey production boomed in the 1800's. Monongahela whiskey was considered

so marvelous that it became the standard spirit of the young nation. Of the 2500 known stills in American, most were in this area; in 1810, Kentucky produced 2.2 million gallons of whiskey from primarily corn, Pennsylvania produced 6.5 million gallons of mostly Monongahela rye.

Historians think the world began to expect that whiskey should be barrel aged because it took longer for Monongahela rye to get to its markets on the East coast - and it tasted darn good. OMG was considered world class, even earning a shout

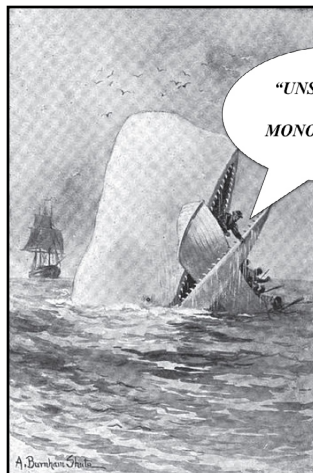


Illustration from early edition of Moby-Dick. 1892, A. Burnham Shute

out in Melville's Moby Dick ("unspeakable old Monongahela") in 1851. OMG's dynasty grew even more after the Civil War destroyed nearly all transportation from Kentucky south. But Prohibition changed all this. The distilleries in Pennsylvania all went out of business and the industry there never recovered to the extent the bourbon distilleries in Kentucky did. Rye whiskey had faded away...Until now!



George Washington reviews the troops near Fort Cumberland, Maryland, before their march to suppress the Whiskey Rebellion in western Pennsylvania. Metropolitan Museum of Art



"Famous Whiskey Insurrection in Pennsylvania", an 1880 illustration of a tarred and feathered tax collector being made to ride the rail. New York Public Library

How To Drink and Enjoy!

We designed OMG for two purposes: first to be aged. Second, to be enjoyed un-aged but primarily neat and at room temp as a gorgeous sipping whiskey for thoughtful time. It can be used as a mixer in a very tasty cocktail but **WARNING! OMG IS TRICKY TO MIX!** We have three suggestions below, if you'd like help please call us.

1884

The year Park City became Park City. 1 1/2 oz OMG Pure Rye
1 ea Lemon wedge
1 ea Lime wedge
1 oz Cointreau
5 ea Rosemary needles
Muddle lemon, lime, cointreau and rosemary needles, add ice and silver rye whiskey. Shake. Strain into sea salt / Demerara sugar rimmed glass garnish with toasted rosemary sprig and whiskey cherries.

OMG Punch

A punch is an old form of libation containing alcohol, sugar, lemon, water, and spices.

1 1/2 oz OMG Pure Rye
2 1/2 oz Firestone Merlot
1/2 oz Lemon juice
1/2 oz Lime juice
1/2 oz Orange juice
1 oz Vanilla Bean Syrup
Pre mix last 5 ingredients, shake over ice, Strain into wine glass, Float silver rye on top
garnish with orange slice.

Miner's Lemonade

Every Park City miner's favorite way to doctor up their moonshine.

1 1/2 oz OMG Pure Rye
1 oz High West Oat whiskey
2 oz Spiced lemonade
1/4 oz Fresh lime juice
1 oz Blueberry Syrup*
(1:1 blueberries: simple syrup) may substitute with Pom/blueberry juice
Shake first 4 ingredients, pour over ice in a tall glass. Float Blueberry syrup on top, garnish with lime wheel.

HIGH WEST DISTILLERY AND SALOON

PARK CITY • UTAH

ELEVATION 7000'



High West Distillery & Saloon is Utah's first legal distillery since 1870 and the world's only Ski-in Gastro-distillery located at exactly 7000' in the heart of Old Town Park City, High West's passion is crafting unique and exceptional whiskeys and marrying these with outstanding food. High West Whiskeys have received multiple awards and accolades and High West Distillery was just named "Whiskey Pioneer of the Year" by Malt Advocate Magazine. High West Saloon is a family friendly, full-service restaurant and bar that was just included in the Zagat guide and voted "Best Park City Restaurant" by readers of City Weekly. Visitors can enjoy contemporary Western comfort food next to High West's hand hammered 250-gallon copper pot still in a renovated 100-year-old livery stable and Victorian mining-era home. The renovation earned the 2010 Utah Heritage Foundation Award for Adaptive Use and both buildings are now listed on the National Register of Historic Places. High West products are available in 25 states throughout the U.S. For more information and to find where to buy High West products near you, please visit highwest.com.



DISTILLERY & SALOON
PARK CITY • UTAH

ZAGAT RATED
2010

Please See HighWest.com For More Details