



# NEVER SAY DIE BOURBON

Small But Mighty

*Introducing Never Say Die Small-Batch Bourbon*



- Saddle up for something different – Never Say Die Small-Batch Bourbon is limited to 2,750 bottles per batch, with its notes never to be repeated

- As the only Kentucky bourbon to be aged both at sea and then at an English distillery, Never Say Die Small Batch Bourbon has a flavour profile that is as unique as its journey
- A drink for rule-breakers, taste-makers and fans of a good time, Never Say Die Small Batch Bourbon is complex enough for sipping, but will stand up to a highball or cocktail.

**They say good things come in small... batches.** And in the case of England's own bourbon Never Say Die, they are bang on the money.

Never Say Die Small Batch Bourbon (RRP £59.95) is the second permanent expression from the award-winning brand. Each batch will feature a unique and balanced blend of Never Say Die barrels with a never-to-be repeated flavour - beyond each 2,750 bottle batch - that is sure to fire up the bourbon lover or the cocktail fan alike. Four unique batches are planned for 2023.

It has been designed to be an 'any occasion' bourbon with a lower abv (47.5%) and mellowed spice. Parties, cocktail hours, and hey, sod it, Wednesday nights in, they'll all be enlivened by this 'hmm, this is unlike anything I've tasted before' spirit.

There's good reason for that: Never Say Die is the world-first Kentucky Bourbon to be ocean-aged and then further matured in England, at Derbyshire's White Peak Distillery. It's a unique journey with three distinct climatic conditions that not only accelerates the aging process but also leads to unique variations in each small-batch, due to factors like the timing of the ocean voyage, and length of time resting at White Peak. (See notes to editors for more information on climatic influences).

Never Say Die is a high-rye Kentucky Bourbon made with a mash bill of 64% corn, 24% rye and 12% malted barley, resulting in flavours of spice and citrus that melts into vanilla, leather and caramel.

#### **Tasting Notes**

**Nose:** Black pepper, buttery vanilla, marmalade, and baking spices.

**Palate:** Chewy rye spice, cardamom, thick toffee, and wood char.

**Finish:** Toffee, with drying tobacco and cinnamon.

One for original thinkers, boundary pushers and plucky upstarts done good, Never Say Die Small-Batch Bourbon is inspired by its namesake horse, the Kentucky thoroughbred Never Say Die, which won the 1954 Epsom Derby, pulling off a shock 33-1 victory in front of Elizabeth II.

And just like the horse, Never Say Die is a winner – its inaugural Cask-Strength Bourbon was recently awarded the highest accolade of Master at the prestigious [Global Masters SBDB Blind Tasting - Spring 2023](#) with judges praising the ‘warmth and power on the nose’.

Available from now from [Whisky Exchange](#) and [Master of Malt](#). For more information visit [www.neversaydiebourbon.com](http://www.neversaydiebourbon.com)

**Never Say Die Co-founder Martha Dalton says:**

“The small-batch is an approachable blend of our most interesting barrels, that have been selected to compliment one another to create a balanced and versatile Bourbon.

‘As the first Kentucky straight Bourbon to be both ocean-aged and then matured in the UK, Never Say Die is exposed to three entirely different climatic conditions and it is this unique journey that we believe gives Never Die its distinct flavour profile.’

**ENDS**

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**About Never Say Die**

Never Say Die is the English take on the American Dream.

The idea for Never Say Die was born at the Kentucky Derby, when old friends David Wild and Pat Madden were talking about racing and Pat told the story of Never Say Die, the Epsom Derby-winning horse that was born at Hamburg Place, his family's farm. After a few mint juleps, they decided to create a

premium bourbon that would travel as a world's first, in barrels, to the UK to be further matured and bottled, following in the hoof-steps of its namesake, Never Say Die – the first American race horse to win an English derby in 70 years.

In 2017, Pat and David founded Never Say Die Bourbon alongside Brian Luftman, Shane Baker, Pat Heist, Martha Dalton and Fran O'Leary. Fast-forward five years and the first batch of Never Say Die Bourbon made its maiden voyage from Kentucky to Derbyshire's White Peaks Distillery, landing on English shores in July 2022 – to the acclaim of critics and bourbon-lovers alike.

They launched their first expression, Never Say Die Cask Strength, in October 2022 with the second expression, Never Say Die Small Batch launching summer 2023

### **Never Say Die's Journey and Climatic Influences**

During the aging process, chemical reactions are happening within a whiskey barrel on a daily basis, which is the main factor that makes aged whiskey superior to young whiskey.

Climate also plays a significant role in the maturation process of whiskey. Barrel spirits age much faster in climates such as Kentucky due to the extreme temperature changes between the seasons. The process of heating the barrel during the summer and cooling it during the winter months causes the spirit to be sucked into the charred and caramelised oak during the hot months as the wood expands. In the cold months the wood contracts and deposits the intensely wood seasoned spirit with the rest of the contents of the barrel. These changes in temperature and pressure extract vanillin, tannins, wood sugars, and other aromas and flavour compounds from the oak. Essentially Never Say Die is exposed to three unique climatic conditions each with its very own weather patterns.

The salinity of the air along with the rapid temperature changes of the ocean voyage certainly accelerate and alter those chemical reactions. Beyond that, it is undeniable that the char and oak from the barrel is agitated upon the "sloshing" from the trip, thus imparting more flavour and colour to the whiskey.

By also aging Never Say Die in the cooler and more consistent climate of the UK, we will not be missing out on the benefits that cold climate aging brings to whiskey. By slowing down the ageing the casks will

'breathe' and drawing in air causing the spirit to slowly oxidise. This promotes a series of chemical reactions resulting in more intense and complex flavours.

This combination helps Never Say Die to create a distinctive flavour profile.

### **The story of Never Say Die**

In 1951, on Hamburg Farm in Lexington, KY, a foal had a rough birth and its life was in danger due to poor breathing. Legendary horseman John A. Bell III was on site and poured a shot of whiskey down the throat of the struggling foal. During the night, the young horse made a dramatic recovery and was aptly named Never Say Die.

Three years later, after experiencing some success in England, Never Say Die was entered into the biggest race in the world, the 175th running of the Derby Stakes at Epsom Downs (aka the Epsom Derby). In front of an incredible 250K spectators, including Queen Elizabeth II and Sir Winston Churchill, Never Say Die, at 33-1 odds, beat out 22 other horses to become the first American-born horse to win the race in over 70 years.

Meanwhile on the other side of England, a woman in Liverpool named Mona Best had fallen in love with the name and story of Never Say Die. On a daring leap of faith, she pawned all of her jewellery to bet on Never Say Die. With her new fortune, she purchased a historic Victorian home in Liverpool to transform it into a music venue. The basement was a low-key stage for up-and-coming musicians called the Casbah Coffee Club.

The opening night of the Casbah Coffee Club featured a band called The Quarrymen. The band-members, John Lennon, Paul McCartney and George Harrison, were each paid 3 pounds for a weekly gig. The Quarrymen hired Mona Best's son, Peter Best, to be their next full-time drummer (he was eventually replaced by Ringo Starr). Rock and roll history was forever changed by a band's humble beginnings in the Casbah Coffee Club – and the shocking upset victory of

Never Say Die, a horse who may have never run a race without that fateful sip of whiskey on that cold Kentucky night.