



## MICHTER'S IS PROUD TO RELEASE OUR ORIGINAL SOUR MASH WHISKEY.

American greatness is making a comeback. During the 1970's and 1980's, whiskey lovers made Michter's Original Sour Mash Whiskey the distillery's most popular type.

In 1989 Michter's Original Sour Mash disappeared from the marketplace – until now.

The year 2012 marked the first release of Michter's Original Sour Mash Whiskey in 23 years.

It is made according to the traditional sour mash whiskey making process whereby some previously fermented mash is used as the starter for the new mash to be fermented. Typically in most sour mash whiskeys, this "setback" from the prior fermentation accounts for about 10 to 20 percent of the new mash to be fermented.

More than just a sour mash process whiskey, Michter's Original Sour Mash is made from a special selection of grains, barrel aged, and later on filtered according to the exacting Michter's standards

