



HEAVEN'S DOOR

AMERICAN WHISKEY

"I wanted to create a collection of
American whiskeys that, in their own way, tell a story."

THE RESLESS SPIRIT OF BOB DYLAN

@HEAVENSDDOORWHISKEY

WWW.HEAVENSDDOOR.COM

Meet Heaven's Door

3 Key Facts about the Brand

Bob Dylan's Authentic Artistic Legacy



- Not just a celebrity brand; an **authentic extension** of Bob Dylan's creative vision.
- As a **part-owner of the brand**, HD is deeply integrated with his vision.
- Bottle designs feature his **hand touch**: his metalwork, artwork, and signature.
- Whiskies are selected with his **characteristic attention to detail**.

Award-Winning Portfolio of Distinctive Expressions



- A **diverse collection** of whiskies: bourbons, ryes, blends, and finishes
- One of the **most awarded portfolio of whiskies** on the market, with multiple top medals & ratings received.
- Each expression is completely unique in choice of spirit, the blend, and the finish, including some of the **most interesting cask finishes and blends** today.

Rooted in Kentucky, Globally Inspired



- The brand's distillery and Louisville brand home firmly establish our provenance and home state, with two of the **most unique experiences** on the Bourbon Trail.
- We're Kentucky-proud but **in search of the greatest whiskey, no matter where from**. Our whiskies don't just come from KY – they come from Tennessee and from Canada, and feature cask finishes from all over the globe.

Our Portfolio

Core 4

Premium/LTO



Revival

Tennessee Straight Bourbon Whiskey

One of very few TN straight bourbons not finished with charcoal.

\$39.99 SRP



Ascension

Kentucky Straight Bourbon Whiskey

A blend of high rye & standard bourbons for complex flavors without the bite

\$44.99 SRP



Revelation

Double Barrel Whiskey

Bourbons & ryes blended together with a secondary finish for big flavor at higher proofs

\$49.99 SRP



Refuge

Straight Rye Whiskey Finished in Sherry Casks

6-8yr 100% rye whiskey secondary finished in sherry for spice & sweetness.

\$59.99 SRP



Exploration #1

Straight Bourbon Whiskey Finished in Calvados Casks

TN Bourbon secondary aged in Calvados Brandy casks, then finished with French Oak staves.

\$59.99 SRP



Single Barrel

One-of-a-Kind Bourbons & Ryes

Distinct, single-barrel explorations of various whiskies, ages, & barrel finishes.

\$69.99 SRP



Decade III

10+yr Double Barrel Whiskey

10yr Bourbon & 10yr Rye blended together, then secondary finished

\$99.99 SRP



Bootleg VI

Straight Bourbon Whiskey Finished in Limousin Cigar Casks

12-14yr Wheated Bourbon finished in Limousin Cigar Casks for deep, rich flavor.

\$499.99 SRP

One of the Most Awarded Portfolios in Whiskey



Portfolio Prioritization

- Each expression offers something slightly different; ensuring each spot on the shelf is *complementary* to each other is crucial.
- Lean heavily into the distinctiveness of the portfolio to drive *incremental* distribution; if the shelf is only 2 bourbons, they'll likely cannibalize each other.
- While this is the brand prioritization, let the account & consumer guide the right assortment. For example:
 - Do rye whiskies do really well at this account? If so, aim for Refuge
 - Is this an on-premise account? If so, ensure Revelation is part of the mix.
 - Does the owner / bartender / key contact love a certain kind of whiskey? Prioritize that.
 - Is this a high-end whiskey geek kind of account? Ensure the LTOs are in full distribution there.

1

Start with Bourbon – Ascension and Revival
TN or KY – lead with our signature expression



2

Double Barrel – Revelation
Extra proof + extra complexity adds complexity great cocktailing



3

Rye - Refuge
Incrementality of rye category + uniqueness of HD's rye



4

Exploration and/or Single Barrel
Premium expressions add credibility & distinctiveness to HD



5

LTOs
Let innovation drive excitement and prestige



2025 Commercial Priorities

1. Drive **distribution** across the portfolio, especially on the Core 4.
2. Deploy **new pricing** into market as quickly as possible via FOB adjustment into distributors & scans/promos upon adjustment; fully in place Q3
3. Build **retail programming** leveraging pricing, scans, POS, & marketing programming to drive HD to the floor & interrupt consumers in-store.
4. Leverage **full portfolio of carry-over innovation** (Bootleg, Decade, Calvados), depleting from SGWS & HD warehouses.
5. Launch or relaunch **single barrel & new innovations** in 2H to drive more buzz/news & build brand excitement in store.

How to Sell Heaven's Door in 5 Steps

(1) Lead with the Legacy

This isn't just a celebrity brand — it's Bob Dylan's creative spirit, distilled.

- Dylan is a **co-owner**, not just a face.
- Every bottle carries his **ironwork, signature, and vision**.
- Tie to the “Play It Loud” campaign, Louisville brand home, and his role in **shaping American culture**.

(4) Play the Kentucky Card

We're a global brand, but we're grounded in the heart of bourbon country.

- Pleasureville distillery + The Last Refuge in Louisville = full Kentucky legitimacy.
- Combines Dylan's cultural influence with true grain-to-glass craft.
- Use the deep ties to Kentucky to close skeptics who care about heritage.

(2) Tell the Whiskey Story

We win gold because the whiskey's that good — not just different.

- Every **expression is award-winning** and distinctive, from mashbill to finish.
- Innovations include Calvados, Limousin Cigar, and Amontillado casks.
- Balance of **craftsmanship and creativity** — never gimmicky.

(5) Close: Commercial Confidence

We've got the pricing, programming, and support to win the floor.

- **New lower SRPs** = more volume, more turns in all locations
- National campaigns + scanbacks, display tools, and a loaded **activation calendar**.
- Ready to go in **retail, control, and on-prem** — fully built for sell-through.

(3) Match Right SKU, Right Consumer

Our portfolio meets drinkers where they are — and gives them room to explore.

- Core expressions (Revival, Ascension) = approachable but premium.
- Revelation = bartender favorite with extra proof + versatility.
- Refuge & LTOs = collector bait with standout stories.
- More SKUs increase rate of sale. Upsell!



**HEAVEN'S
DOOR**
AMERICAN WHISKEY

Q2-Q3 On-Premise Bounty Program At-A-Glance

Objective

Regain distribution in high quality lost on-premise accounts

Timing

June-July 2025

Ideally, do not overlap with August start of national program

KPIs

Baseline: R12mo ending March 2024

1. # of accounts lost and resold - # of specific accounts resold that were on the baseline list and are resold YTD 2025
2. % of total accounts sold pre-transition baseline – total accounts sold YTD 2025 / baseline total accounts sold (does not need to be same accounts)

Incentives

- \$20-50 per specific account resold from prior list (KPI #1), minimum 3 bottles sold
- For KPI#2, \$20-50 per any account once metric reaches 100%

Market Support

- Advocacy resources
- On-premise activation budgets
- Incentives & deal pricing
- LMF bank

Q3 Program At-A-Glance



Timing	August-September 2025
Markets Participating	<ul style="list-style-type: none">• SGWS Nationally IGO program for CA, NY, FL, TX, IL, IN, MN, CO, MD, KY• All other markets – program locally
National Marketing	<ul style="list-style-type: none">• Trade & digital/social marketing campaign telling the stories – July through September• Consumer sweepstakes online to win a barrel of HD & join the new HD Cask Club
Distributor Incentives	<ul style="list-style-type: none">• National IGO / Local volume incentives to reach September depletion goals<ul style="list-style-type: none">• <i>Payouts still being determined – likely stair-stepped at 70%, 90%, 100% of goal</i>• Trips to KY, with distillery opening• Top 2 sales reps per each of the 10 SGWS markets invited on a trip to Kentucky, plus the top market's TDM + Regional Lead. All attendees get a case of their own bourbon + 1 year membership in Cask Club
Trade Marketing	<ul style="list-style-type: none">• Exclusive trade giveaways to own a Heaven's Door barrel through the new HD Cask Club• Retail display programming, sampling, & in-store activation• 10% price promo, supported by retail POS (method determined by market)• In-store promotion of consumer sweepstakes• Overlap with Bourbon Heritage Month retail programming

60 Years: The Day Dylan “Went Electric”

PLAY IT
FUCKING
LOUD

July 25, 1965. Bob Dylan steps onto the stage at the Newport Folk Festival. A mainstay at the Festival, the audience expected his characteristic acoustic folk tunes – like "Blowin' in the Wind." Instead, he plugged in an electric guitar, turned to his band, and launched into "Maggie's Farm" and "Like a Rolling Stone."

The crowd booed, folk purists feeling betrayed. Legend claims Pete Seeger was so outraged he threatened to cut the power cables with an axe. Dylan didn't care. This controversial 15-minute electric set is now considered one of music's pivotal moments – when Dylan changed rock history forever.

For months afterward, crowds booed Dylan's electric performances. At one concert, someone screamed "Judas!" Did he stop? No. Dylan turned to his band, smiled, and simply commanded: "Play it f'ing loud."

Sixty years later, Heaven's Door celebrates this defiant spirit. Like Dylan at Newport, we believe in blazing your own trail, standing by your convictions when it matters most, and—above all else—playing it f'ing loud.





Appendix & Detailed Slides

2025 At-A-Glance

	Q1			Q2			Q3			Q4		
	J	F	M	A	M	J	J	A	S	O	N	D
			Key Programming Window					Key Programming Window				
Sales & Marketing Excellence												
Fully staffed sales, marketing, advocacy team												
New selling tools available												
Rollout of new marketing tools					POS	Media	Sampling					
Revamped Pricing Strategy & Execution												
New Pricing In Market												
Promo Pulses												
"Aisle" Consumer Promo												
Sales Programming												
National Programs			POD	POD	POD			IGO	IGO			
"Cask Club" Sales Incentive Program Pushes												
On-Premise Bounty Program												
Local Incentive Overlays												
Commercial + Field Marketing												
Fathers' Day (Distribution, LTOs, Promo)												
July 4 (Distribution, LTOs, Promo)												
"Play it Loud" (Distribution, Display, LTO, Sampling, Promo)												
Holiday (Distribution, Special Packs, LTO, Sampling, Promo)												
Single Barrel												
2024 Carryover Push												
2025 Special Release 1												
2025 Special Release 2												
LTOs												
2024 Carryovers												
Exploration 1: Calvados												
Decade 3												
Bootleg 6												
2025 New Offers												
Whiskey Secondary Finish Offerings												
Bootleg 7												
Holiday Pack: Ascension												

→ Holiday Pulse includes Black Friday / late November

Revival – Tennessee Straight Bourbon Whiskey

\$39.99 SRP

A reverent nod to tradition, then a spark of rebellion. Revival starts as a classic Tennessee bourbon — mellow and approachable — before taking a turn through hickory staves, adding a smoky resonance that lingers like the last note of a southern gospel. Easy to pour, impossible to forget.

What Makes it Special?

- Traditional Tennessee whiskies are charcoal filtered (“Lincoln Country Process”) – maple mellowed and charcoal filtered. But **HD’s TN bourbon is straight bourbon** – without the charcoal.
- Blended in small batches by Tennessee Distilling Group, ensuring quality and consistency from batch to batch.
- Named one of Forbes Magazine’s top 5 bourbons of 2024.

Tasting Notes

- **NOSE:** Aromas of caramel, vanilla, and oak with hints of charred wood and toasted grains
- **PALATE:** Smooth and lasting finish of caramel, cinnamon and nutmeg
- **FINISH:** Bold and robust, this bourbon gradually mellows, revealing a pleasantly sweet finish.

Key Details

- ABV: 46% / 92 Proof
- AGE: 6 yrs
- MATURATION: Palatized, TN
- YEAST: Red Star
- OAK: New American White Oak, Char 4, various cooperages.

Key Awards Won

- Platinum, SIP Awards ‘24
- Double Gold (95pts), SFISC ‘24
- Gold, ASCOT ‘24
- Gold (90pts), LAISC ‘24
- Gold, Denver ISC ‘24



Ascension – Kentucky Straight Bourbon Whiskey

\$44.99 SRP

Born in Kentucky. Built for the climb. Ascension is our foundation — a bourbon blend crafted for balance, structure, and elevation. Bright spice, deep oak, and a lift of sweetness come together in a liquid that earns its name. Your new house pour, with soul.

What Makes it Special?

- Whereas most bourbons are a single mash bill, this is a **blend of two mash bills**: one high rye, one standard.
- The blend harmonizes the sweetness of corn, the spice of rye, and the richness of malted barley, but **removes the bite**, resulting in a smooth yet intriguing flavor profile.
- As a result, each sip shows **layers of flavors** due to the blend, from warm toasty undertones to spicy highlights, making it an ideal choice for bourbon enthusiasts.

Tasting Notes

- **NOSE:** Starts with baked bread, buttered popcorn, and dried fruit.
- **PALATE:** Rich and complex flavor profile, balanced sweetness with notes of caramel and vanilla and spicy undertones, such as cinnamon, nutmeg, or black pepper.
- **FINISH:** Smooth mouthfeel with a long and warm finish

Key Details

- ABV: 46% / 92 Proof
- Age: 5-8 Years
- Maturation: Rickhouse, KY
- Yeast: FP-1 & FSI 927
- Oak: New American White Oak, Char 4, various cooperages
- Kosher Certified

Key Awards Won

- Gold (91pts), SFISC '24
- Gold, ASCOT '24
- Gold (94pts), Bartender Spirits Awards '94
- Gold, SIP Awards '24
- Double Gold, Denver ISC '24



Revelation – Double Barrel Whiskey

\$49.99 SRP

One of the most innovative & unique whiskey blends, complexity meets conviction. Revelation is aged in two barrels for twice the character — bold, layered, and unapologetically full-bodied. Bottled at 100 proof, it's built to stand up in any cocktail... or speak volumes on its own.

What Makes it Special?

- A **highly complex process** – a bourbon/rye blend and secondary finish.
 - It starts as **blend of 3 whiskey** streams – TN bourbon, TN whiskey, & straight rye – combining the **sweetness** of bourbon, the **charcoal** mellowing of TN whiskey, & **spiciness** of rye.
 - The blend is then secondary aged for 6-12 mo in Radoux barrels.
- **High Proof & Rich Flavor:** known as the **bartenders' call bottle**, this whiskey is loved by industry professionals and enthusiasts alike for its versatility and uniqueness, especially in how it stands up in a cocktail.

Tasting Notes

- **NOSE:** Maple with milled grains and a light nuttiness. Dried berries, vanilla custard, and toasted oak
- **PALATE:** Caramel, dough, dark cherry, Meyer lemon. Dry oak, vanilla bean, dried apricot. Coconut backed by orangeoil and cocoa with woody overtones
- **FINISH:** Bold and complex with a lasting caramel finish

Key Details

- ABV: 50% / 100 Proof
- AGE: 6 yrs
- MATURATION: Palatized, TN
- YEAST: Red Star, FP-1
- OAK: New American White Oak, Char 4 + Heavy Toast, various cooperages

Key Awards Won

- Double Gold (95pts), SFISC '24
- Double Gold (96pts), NYISC '24
- Gold, SIP Awards '24
- Gold, ASCOT '24
- Best of Category, Blended Whiskey, ADI Craft Spirits Judging '24



Refuge – Straight Rye Whiskey

\$59.99 SRP

Spice with a touch of grace. Refuge begins with a bold rye mashbill, then finds unexpected depth in sherry casks from the south of Spain. The result is a whiskey that's both assertive and elegant — peppered with warm fruit, rounded by soft oak, and made to reward a second sip.

What Makes it Special?

- The best of 3 styles: **100% Canadian Rye** that's **redistilled & barreled in New Oak** in the U.S., then **finished in sherry** following a technique commonly used in Scottish single malts.
 - Canadian rye is known for exceptional quality and ideal growth
 - Redistilling in the U.S. creates a rich & bold foundation for further blending & aging.
 - Sherry casks bring out the natural qualities of the whiskey and adds depth, sweetness, and complexity without overwhelming tannins.

Tasting Notes

- **NOSE:** Rich and complex, with notes of dark fruit, oak, and spice. The sherry cask finish adds a layer of sweetness and depth to our whiskey, a nose that is both fruity and spicy
- **PALATE:** rye whiskey's characteristic spiciness is balanced by the sherry cask's sweetness and fruitiness, featuring flavors of dried fruit, honey, caramel, and vanilla, as well as a warming, spicy kick
- **FINISH:** long and satisfying, with notes of oak, spice, and fruit lingering on the tongue.

Key Details

- ABV: 46% / 92 Proof
- AGE: 6-8 yrs
- MATURATION: Rick & Palatized in NY & TN
- OAK: New American White Oak, Char 4, various cooperages + well matured sherry casks

Key Awards Won

- Double Gold (95pts), SFISC '24
- Gold, Denver ISC '24
- Platinum, ASCOT '24
- Gold (91pts), LAISC '24
- Gold, SIP Awards '24



Trilogy Collection

\$49.99 SRP



A collection of 200mL offerings of:

- Revival Tennessee Whiskey
- Revelation Double Barrel Whiskey
- Refuge Rye



Exploration Series #1 – Calvados Finish

\$59.99 SRP

Whiskey is our medium. The world is our palette. The Exploration Series is where we color outside the lines — rare casks, bold finishes, and boundary-breaking blends. Always limited, always unexpected, and always a conversation piece.

What Makes it Special?

- This expression starts with our award-winning Tennessee Bourbon, then adds a French influence to it through Calvados Casks & French Oak Staves
- Creation follows a 3-step process:
 - Selection of the best barrels of Tennessee Bourbon
 - Secondary finishing in Calvados Brandy Casks, which adds notes of apple cider and baked brandy
 - Further finishing with French Oak staves from Quercus Petraea trees, known for fine grain and aroma-enhancing properties.

Tasting Notes

- **NOSE:** Maple with milled grains and a light nuttiness. Dried berries, vanilla custard, and toasted oak.
- **PALATE:** Caramel, dough, dark cherry, Meyer lemon. Dry oak, vanilla bean, dried apricot. Coconut backed by orange oil and cocoa with woody overtones.
- **FINISH:** Bold and complex with a lasting caramel finish.

Key Details

- ABV: 54% / 108 Proof
- AGE: 5 years
- MATURATION: Palletized, TN
- OAK: American Oak Char #4, Toasted French Oak

Key Awards Won

- Gold, Denver ISC '24
- Gold, ASCOT '24
- Gold, SIP Awards '24



Decade #3 – Double Barrel

\$99.99 SRP

The third release in 3 years of exploring 10+ year whiskies from Heaven's Door, this release explores the impact of age on the **Revelation** base idea

What Makes it Special?

- The best of all three ways HD likes to innovate – a bourbon/rye blend, extra age, and a secondary wood finish.
- A blend of 92% 12-13yr bourbon and 8% 11-12yr rye marries the sweetness of bourbon with the spiciness of rye, plus showcases the influence of more than 2x longer time aging than traditional American whiskies.
- The entire blend is then secondary finished in a heavy toast, tight grain barrel for added wood flavor.

Tasting Notes

- **NOSE:** Toasted coconut, fresh vanilla, biscuit
- **PALATE:** Well aged smokey bourbon with a floral essence peeking through the oak base and an earthy winter rye finish.
- **FINISH:** Bold and complex

Key Details

- ABV: 50% / 100 Proof
- AGE: 10-13 Years
- OAK: American Oak Char #4



THE BOOTLEG SERIES

ECHOING DYLAN'S QUEST FOR NEW FORMS OF EXPRESSION

The Heaven's Door Bootleg Series captures the essence of The Restless Spirit of Bob Dylan, honoring his unwavering pursuit of innovation and artistic exploration.

This exclusive collection features limited-release whiskeys, each paired with hand-selected paintings from Bob Dylan's portfolio to enhance the experience. Crafted in small quantities, every release

showcases the artistry of whiskey-making, featuring unique blends, experimental barrel finishes, and rare aging processes that push the boundaries of tradition.

Available annually in September, these exceptional selections will be on shelves from October through December, offering a truly special opportunity for discerning customers.



Bootleg Volume VI

\$499.99 SRP

- Released in December 2024; with <5,000 bottles produced
- **Whiskey:** a 12-14 Year Old Wheated Whiskey, secondary finished in Limousin Cigar Barrels, which infuse the bourbon with rich flavors of spices, dried fruit, and toasted oak
- **Art:** Draws inspiration from Dylan's "Favela Villa Candido", which captures the vibrant essence of Brazilian culture.
- Together, the flavors of the whiskey echo the diverse and bold tastes found in Brazilian cuisine and culture, creating a complex and lively profile that mirrors the energetic spirit of Brazil. Just as Dylan's painting brings the dynamic beauty of Brazil to life, the Limousin Cigar Barrels enhance the bourbon with layers of depth and richness, offering a tasting
- Tasting Notes:
 - **AROMA** - Rich layers of dark cocoa and freshly ground coffee beans.
 - **TASTE** - Hints of rich chocolate and subtle backing spices.
 - **FINISH** - Clean and smooth, with a pleasantly refined finish.



Tailoring The Story by Audience

Bartender / Beverage Director

- Highlight Revelation (100 proof) as a high-proof, versatile pour for cocktails.
- Refuge's sherry finish = ideal for Manhattans, Sazeracs, and other stirred classics.
- Dylan's story creates a natural guest conversation starter at the bar.
- Emphasize trade credibility: Double Golds, respected among bar programs.
- Offer Single Barrels or LTOs as exclusive menu placements.

Control State Board / Buyer

- Lead with award-winning quality and an SRP strategy that aligns with key competitors.
- Share velocity data: accounts with a full Heaven's Door set perform significantly better than those with only 1-2 SKUs.
- New Kentucky distillery = long-term category legitimacy and production consistency.
- Provide examples of state-compliant activations and tailored marketing kits.
- Reference case studies from other control markets to demonstrate program success.

Retail Owner / Chain Buyer

- Distinctive design and Dylan's name = natural shelf standout and gifting appeal.
- Lowered SRPs increase competitiveness and drive faster consumer pickup.
- The "laddered portfolio" lets you serve multiple shopper profiles (gift, self, enthusiast).
- National Play It Loud campaign, holidays, and retailer co-programming offer sustained lift.
- Heaven's Door has real cultural gravity — more than a trend or vanity label.

Distributor Rep / Sales Consultant

- Use the 5 Steps as a plug-and-play sell-in narrative.
- Stress that Dylan is a co-owner, and the brand has deep creative integrity.
- Equip them with award stats, pricing updates, and activation calendars.
- Help them align SKUs with account type: Revival for new doors, Revelation for cocktail-forward, Refuge for collectors.
- The more placements per account, the stronger the pull-through — reinforce portfolio power.

Music Venue / Cultural Space Buyer

- Start with **Dylan's legacy** — this is a liquid expression of cultural artistry.
- Makes a statement on menus and bars; display-worthy and meaningful.
- Ideal for VIP lounge menus, collector sets, or music/arts pairings.
- Distillery + Bob Dylan Center = deep brand roots in culture and community.
- Flexible for special editions, artist collabs, or signed bottle experiences

Meet Heaven's Door

What Makes HD Different from other brands?

Whereas other brands...

(Celebrity-oriented brands)

- Often license a name with minimal involvement
- Lean on hype or lifestyle branding
- Rarely connected to the actual liquid or process

(Traditional Premium Spirits)

- Bound by legacy, tradition, and rigid mashbills
- Conservative design and storytelling, approach to innovation
- Rarely experiment beyond the expected
- Remain bound by heritage & tradition limitations

(Other Craft Distilleries)

- Focus narrowly on production story
- Limited distribution, often lacking cultural resonance
- Rarely extend beyond whiskey enthusiast audiences

(Packaging & Brand Presence)

- Tends to follow category norms — paper labels, heritage fonts, darker glass
- Few collectible series beyond annual LTOs

Heaven's Door...

A True Creative Partnership

- Bob Dylan is a co-owner, not a licensing deal
- Dylan's ironwork appears on every bottle
- Whiskeys reflect his creative process: unconventional, layered, deeply personal

Modern Tradition-Breaker

- Innovative cask finishes (Calvados, Cigar, Vermouth)
- Artistic bottle design — display-worthy on shelf or bar
- Honors tradition, but isn't handcuffed by it

Craft with Cultural Cachet

- Whiskey meets artistry — rooted in Dylan's legacy
- Attracts both aficionados and music/art lovers
- Stronger brand story + broader emotional appeal

Design as Differentiator

- Iron gate-inspired bottles stand out and stand for something
- Collector-driven programs: Bootleg, Single Barrel, Decade
- Every expression has a story — and a look to match

Play It F'ing Loud: Creative Inspiration



They say there's no one single way to live your life.

Our culture preaches freedom to "follow our dreams" and "make our own path."

But here's the truth: the choices we're handed are options from a menu we didn't write. Roles preassigned. Routes pre-mapped. Destinations predetermined. So we drift toward the familiar, the predictable, the safe.

Even in a world that worships authenticity, true freedom remains elusive. In this age of limitless potential, we instinctively follow the paths already paved.

But we're not buying it. Comfort zones might feel safe, but they never ignite the fire or summon the storm.

Our inspiration comes from a man who refused comfort. Who never chose a single path. Who was only ever himself.

Bob Dylan defied scripts. Musician. Artist. Welder. Icon. Nobel laureate. Father. Poet. A spirit perpetually restless.

He never fit into one box. Never walked easy roads. Never played to expectations beyond his own.

Many loved him for it. Many hated him for it. They booed him. Called him Judas. Tried to throw him off stage. Cut the power.

His restless spirit flows through our spirits.

Our bourbons? One from Tennessee. Another a blend. Most finished with unexpected wood.

Different grains. Different blends. Sometimes in a book. Sometimes in bottles bearing his paintings.

Each whiskey as distinctive as the last. None constrained by what bourbon "has to be."

Because like any true original, our whiskey isn't about following formulas—it's about shattering them.

In 1965, Dylan went electric when his fans demanded acoustic. They disapproved. They heckled.

He could have surrendered. Crawled back into their box. Instead, he knew who he was. He turned to his band and said, "play it f'ing loud." And they did.

So when it's your turn to choose—a song, a path, a life—don't settle for what others expect.

Do what feels right. Mix it up. Break the rules. Be whatever you want to be, as many times as you want to become.

Play YOUR song. Don't play it safe. And whatever you play, play it f'ing loud.

Heaven's Door.

Play it F'ing Loud.

A black and white photograph of Bob Dylan performing on stage. He is wearing a dark, textured jacket and sunglasses, and is playing a light-colored electric guitar. A microphone stand is in front of him. In the background, a large American flag is visible. The text "FIRST, A LITTLE (LIGHT) HISTORICAL READING..." is overlaid in a serif font on the right side of the image.

FIRST, A LITTLE (LIGHT) HISTORICAL READING...

THE STORY OF WHEN DYLAN WENT ELECTRIC



DYLAN GOES ELECTRIC

The story of Bob Dylan "going electric" at the Newport Folk Festival in 1965 is one of the most famous and controversial moments in music history, marking a significant turning point in both Dylan's career and the evolution of folk music.

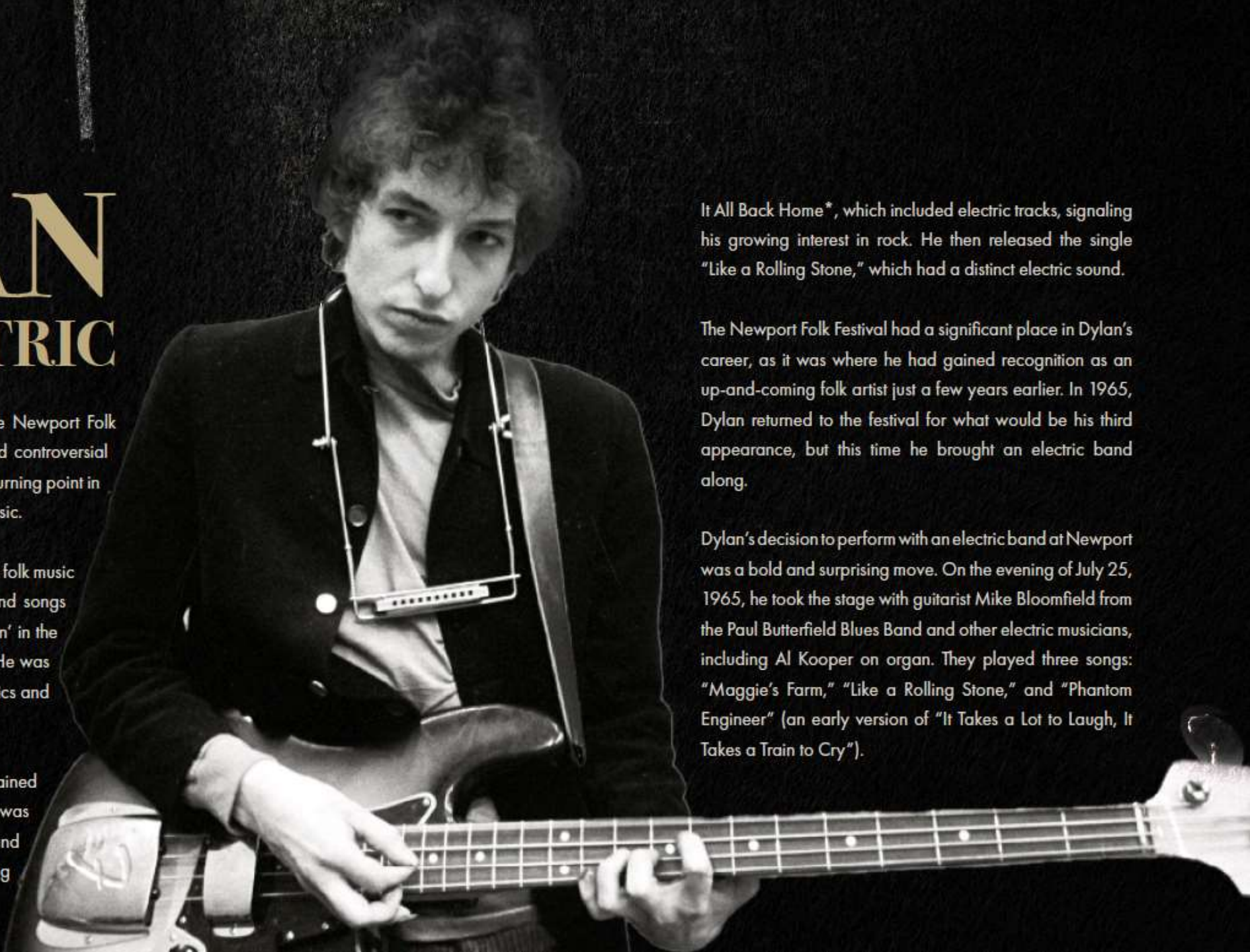
Bob Dylan had become a prominent figure in the folk music scene, known for his acoustic performances and songs with social and political themes, such as "Blowin' in the Wind" and "The Times They Are A-Changin'." He was beloved by the folk community for his poetic lyrics and was considered a voice of the generation.

However, by 1965, Dylan was feeling constrained by the expectations of the folk community and was increasingly drawn to rock music's energy and potential. Earlier that year, he released *Bringing

It All Back Home*, which included electric tracks, signaling his growing interest in rock. He then released the single "Like a Rolling Stone," which had a distinct electric sound.

The Newport Folk Festival had a significant place in Dylan's career, as it was where he had gained recognition as an up-and-coming folk artist just a few years earlier. In 1965, Dylan returned to the festival for what would be his third appearance, but this time he brought an electric band along.

Dylan's decision to perform with an electric band at Newport was a bold and surprising move. On the evening of July 25, 1965, he took the stage with guitarist Mike Bloomfield from the Paul Butterfield Blues Band and other electric musicians, including Al Kooper on organ. They played three songs: "Maggie's Farm," "Like a Rolling Stone," and "Phantom Engineer" (an early version of "It Takes a Lot to Laugh, It Takes a Train to Cry").





The performance was met with a mixture of shock, disapproval, and confusion. There were boos from parts of the audience, while some cheered and applauded. The exact reason for the boos is still debated. Some believe it was due to the poor sound quality or the brief length of the electric set, while others insist it was a reaction to Dylan's "betrayal" of folk music's acoustic purity. Folk purists, including some prominent figures in the folk community, viewed Dylan's switch to electric as a rejection of the values and ideals that had defined the genre.

After the three-song electric set, Dylan and his band left the stage amidst the mixed reaction. He eventually returned to the stage alone with an acoustic guitar and played two songs, "It's All Over Now, Baby Blue" and "Mr. Tambourine Man," before leaving again.

Dylan's 1965 Newport performance is now regarded as a watershed moment in the history of popular music, symbolizing the breaking of boundaries between folk and rock. While it angered some folk traditionalists, it marked Dylan's artistic evolution and opened the door for other musicians to blend genres. His shift to electric music helped shape the sound of the 1960s and solidified his status as a transformative figure in the music world.

In the years that followed, Dylan fully embraced electric music, further alienating some of his folk audience but gaining a broader, more diverse following. The 1965 Newport Folk Festival remains a defining moment in the history of music, representing artistic freedom and the willingness to challenge the status quo.

“PLAY IT F@CKING LOUD”



May 17, 1966, during a concert at Manchester Free Trade Hall in England. This was part of Dylan's world tour, which marked his first major concert series where he fully embraced electric rock music, having made a controversial transition from his earlier acoustic folk style.

By 1966, Dylan had already begun shifting away from his folk roots, with albums like *Bringing It All Back Home* and *Highway 61 Revisited* showcasing his new electric sound. This shift was met with backlash from folk purists who had embraced Dylan as the voice of a socially conscious, acoustic folk movement. Many felt that by “going electric,” he was abandoning the ideals and authenticity of folk music.

The 1966 tour was particularly polarizing because it featured two distinct sets: an acoustic set, where Dylan performed solo with his guitar, followed by an electric set with his backing band, The Hawks (who later became known as The Band). The electric portion of the shows often provoked mixed reactions, with some fans booing or expressing disapproval.

The most famous and dramatic incident occurred during the Manchester concert. The first half of the show featured Dylan performing solo acoustic numbers, which were well-received. However, when Dylan and The Hawks returned for the electric set, some audience members voiced their displeasure.

As the electric set progressed, the tension grew, culminating before the final song when a frustrated audience member shouted “Judas!”—a reference to the ultimate betrayal in the Christian tradition, equating Dylan's embrace of electric music to a betrayal of his folk roots. This was the most direct and cutting criticism Dylan had faced on stage.



After the “Judas!” heckle, Dylan responded with a cool but defiant “I don’t believe you. You’re a liar!” He then turned to his band and instructed them, “Play it fucking loud.” The band launched into a powerful and raucous rendition of “Like a Rolling Stone,” with Dylan’s voice and electric guitar delivering a forceful response to the heckler and the detractors in the audience.

The “play it fucking loud” moment has since become legendary, symbolizing Dylan’s determination to pursue his artistic vision in the face of criticism. It marked a turning point in his career and in rock history, capturing the spirit of defiance and breaking away from established expectations.

The recording of this concert was initially circulated as one of the most famous bootlegs in music history, mistakenly referred to as the “Royal Albert Hall” concert. It was officially released in 1998 as **The Bootleg Series Vol. 4: Bob Dylan Live 1966, The ‘Royal Albert Hall’ Concert**, with the Manchester show becoming an iconic representation of Dylan’s electric revolution.

This moment has come to signify not just Dylan’s embrace of rock music, but also a broader shift in the cultural landscape, where boundaries between genres were being broken down and new forms of expression were being embraced. Dylan’s choice to “play it fucking loud” encapsulated his rejection of limitations and willingness to defy expectations.

The phrase “play it fucking loud” is most famously associated with Bob Dylan’s May 17, 1966, concert at Manchester Free Trade Hall in response to the “Judas!” heckler, but there is no widely documented instance of Dylan using that exact phrase in other notable performances. The 1966 moment is unique and iconic, symbolizing his defiant embrace of electric rock music amidst backlash from folk purists.

HOW THIS CAN RESONATE

OVERALL, DYLAN'S STORY ENCOURAGES US TO EMBRACE OUR TRUE SELVES, CHALLENGE THE STATUS QUO, AND INSPIRE CHANGE IN OUR LIVES AND COMMUNITIES.

The story of Bob Dylan's electrifying performance at the Newport Folk Festival serves as a powerful metaphor for personal transformation and the courage to embrace change. Here are a few ways it can resonate with people today:

****EMBRACING CHANGE****: Just as Dylan sought to break free from his acoustic roots, individuals today can learn the value of stepping outside their comfort zones. Whether in careers, relationships, or personal growth, embracing new ideas and experiences can lead to significant evolution.

****CHALLENGING CONVENTIONS****: Dylan's bold declaration and electric sound exemplify the importance of questioning norms. In today's rapidly changing world, challenging traditional ways of thinking can inspire innovation and creativity in various fields, from art to technology.

****AUTHENTICITY AND SELF-EXPRESSION****: Dylan's performance was a declaration of his true self, highlighting the importance of authenticity. People today can draw inspiration from his example to express their identities genuinely, even when facing resistance or criticism.

****NAVIGATING MIXED REACTIONS****: Dylan's performance elicited both cheers and discontent, reminding us that taking risks often invites mixed reactions. This is relevant for anyone pursuing a new path; it's essential to stay true to one's vision despite potential backlash.

****CULTURAL SHIFTS****: Dylan's moment at Newport marked a broader cultural shift, emphasizing how individuals can be catalysts for change within their communities. Engaging in movements for social justice, environmental issues, or any cause can create waves of transformation.

****COLLABORATION ACROSS GENRES****: Just as Dylan fused folk and rock, today's creatives can find inspiration in cross-disciplinary collaboration. Blending different perspectives and talents can lead to innovative solutions and fresh ideas.