

---

## FIRST TASTE: JOHN B. STETSON BOURBON



It should come as no surprise that in an age when clothing stores are **branding glassware**, old-school hatmakers are bottling whiskey. Beginning this month, **Stetson**—the legendary cowboy hat manufacturer whose origins date back to the 1860s—is making a proprietary Kentucky sour mash bourbon, distilled with Native American corn, locally sourced rye and wheat, and heirloom yeast. The result is a smooth, slightly sweet whiskey with subtle vanilla and oak notes that make it an ideal candidate for sipping neat. Leathery? Not unless you slurp it out of a 10-gallon hat.

—*Christopher Ross*