



FOR IMMEDIATE RELEASE

MEDIA CONTACT

Melissa Rivera

919-277-1165

mriviera@fwv-us.com

Hood River Distillers, Inc. Earns International Honors for Whisky Brands
Pendleton® 1910™ and SinFire™ Cinnamon Whisky Win SIP's Best in Class and Platinum Awards

HOOD RIVER, ORE. (August 07, 2012) – [Hood River Distillers, Inc.](http://www.hoodriverdistillers.com), the largest and oldest importer, producer, and bottler of distilled spirits in the Northwest, recently received honors at the [2012 Spirits International Prestige \(SIP\) Awards](#). [Pendleton® 1910™](#), the company's rare 100% Canadian rye whisky, received a Platinum Award in the Whisky - Canadian category, and [SinFire Cinnamon Whisky™](#) won the Best in Class and Platinum Medal in the Whisky – Flavored/Infused category.

“Our goal is to create spirits consumers will enjoy, so receiving recognition for our two newest brands at this consumer-led competition is truly rewarding,” said Ronald Dodge, Hood River Distillers president and CEO. “We are dedicated to offering high quality spirits, and both Pendleton 1910 and SinFire demonstrate our continued commitment to that effort.”

The SIP Awards is the only international spirits competition that strives to level the playing field between established brands and newcomers by having consumers serve as judges. The sixty-judge consumer panel was not affiliated in any way with marketers, wholesalers or spirit label distributors. This year's competition received over 300 entrants and the judges searched for the top spirits in aroma, taste and finish.

For more information about Pendleton Whisky, visit the brand online at <http://www.pendletonwhisky.com> or on Facebook at <https://www.facebook.com/pendletonwhisky>, or follow on Twitter at <http://twitter.com/pendletonwhisky>.

For more information on SinFire Cinnamon Whisky, visit the brand online at http://www.hrdspirits.com/brand_sinfire.cfm, on Facebook at <https://www.facebook.com/SinFireWhisky>, or follow on Twitter at <http://www.twitter.com/sinfirewhisky>.

About Pendleton 1910™

Launched in late-2011, Pendleton 1910™ pays homage to the year of the first-ever Pendleton Round-Up and comes packaged in an iconic 750 ml bottle with unique and intricately embossed detailing. Featuring round, rich notes of tobacco, charred oak and butterscotch with a spicy rye

kick and peppery heat, Pendleton 1910 rye whisky is rounded out by the smoothness of maple and sweet cherry to provide a weighty and balanced, yet complex, flavor profile.

About SinFire Cinnamon Whisky

SinFire™ Cinnamon Whisky is a product of Hood River Distillers, Inc. Founded in 1934 and headquartered in Hood River, Ore., SinFire™ Cinnamon Whisky combines the smooth, rich notes of a good, balanced whisky and warm, spicy-sweet cinnamon flavors. The distinctive flavor of this whisky has limitless serving options, served in warm or cold cocktail recipes, on the rocks or straight up for sipping. SinFire™ Cinnamon Whisky offers a truly invigorating tasting experience.

About Hood River Distillers

Founded in 1934 and headquartered in Hood River, Ore., Hood River Distillers is the Northwest's largest and oldest importer, producer, bottler, and marketer of distilled spirits. Pendleton® Whisky, Pendleton 1910™, Broker's® London Dry Gin, SinFire™ Cinnamon Whisky, Yazı® Ginger Vodka, Knickers® Irish Cream Whiskey, ULLR® Nordic Libation, HRD® Vodka and the complete line of Monarch® distilled spirits are just a few of the company's brands distributed across the country. Hood River Distillers is a member of the [Century Council](#) and promotes responsible drinking habits. For more information, visit www.hrdspirits.com.

###