



## The traditional Bourbon Whiskey Pennypacker presents a new look

**Hamburg, May 2020.** With a design relaunch, the brand profile of the traditional Pennypacker brand, which has been manufactured since 1890, is now significantly sharpened. The label now features a contemporary design that places even greater emphasis on Pennypacker's American origins and production methods. Pennypacker's bottle decoration from the 1970s served as a guideline for the relaunch and some design elements from that time were adapted in a modern way.

After the introduction of Pennypacker on the German market in 1972 by the Hamburg based family business BORCO-MARKEN-IMPORT, the brand quickly made its way to the top of the young German Bourbon market. Pennypacker has always been standing for a unique Bourbon experience and is one of the established Bourbon brands on the German market, inspiring whisky connoisseurs, bartenders and friends of excellent Whiskey experiences alike. For Dr. Tina Ingwersen-Matthiesen, part of the BORCO owner family Matthiesen and member of the board, the relaunch was a project close to her heart: *"For the relaunch of Pennypacker, we have chosen a design that aesthetically puts significant emphasis on its origins in Kentucky with a great deal of attention to detail. The new look charmingly captures the uniqueness of this traditional Bourbon Whiskey and makes it appear more confident than ever in retail and gastronomy."*

The bottle shape of the traditional brand and the recipe remain unaffected by the relaunch, while the size and design elements of the label have been significantly revised. The eye-catching design is supported by the color palette of red and blue, which is reminiscent of the American flag, not least because of the integration of stars. In doing so, Pennypacker presents itself not only with its exquisite taste profile, but also with its visual appearance as a Bourbon for those who long for the true beauty of America, the land of unlimited possibilities.

The harmonious colors are gracefully rounded off by accentuation with noble gold tones. The unmistakable brand name adorns the label in a rich red and in the sweeping shape of a round arch, reminiscent of Pennypacker's original design in the 1970s. In addition, the lettering has a striking typography and the brand name will be written as one word. A gold-colored line design, which has been subtly incorporated, serves as a background for the lettering, thereby standing out even more.

The larger shape of the label makes it possible to increase the visibility of the special features surrounding the unique production of Pennypacker in Kentucky. The Kentucky Straight Bourbon Whiskey label is replaced by the more concise "Sour Bourbon Mash" lettering, which focuses on the name "Bourbon" and under which the "Straight Whiskey" label is placed. This prominently highlights the above-average use of 70% corn, which makes Pennypacker so unique. The redesign of the Pennypacker bottle positions the brand in retail and gastronomy in a more distinguished, confident and eye-catching manner.

Pennypacker's new design is now available on the German market for a RRP 9,99€ (0,7l), before being internationally rolled in BORCO's export markets throughout the next months.

With an ABV of 40% vol., Pennypacker can be enjoyed "on the rocks" or in various drinks. Please find a selection of our perfect serves below.

## **PENNYPACKER SOUR**

**Ingredients:** 5 cl Pennypacker Straight Bourbon Whiskey  
3 cl lemon juice  
2 cl sugar syrup  
Ice cubes  
Lemon zests

**Glass:** Tumbler

**Preparation:** Put Pennypacker Straight Bourbon Whiskey, lemon juice and sugar syrup into a shaker, fill it up with ice cubes and shake afterwards. Fill the tumbler with ice cubes and then strain the ingredients of the shaker through the bar strainer into the glass. Garnish the Whiskey Sour with a lemon zest.

## **PENNYPACKER HORSE'S NECK**

**Ingredients:** 5 cl Pennypacker Straight Bourbon Whiskey  
Ginger Ale  
Angostura Bitter  
Ice cubes  
Lemon zests

**Glass:** Longdrink glass

**Preparation:** Put some ice cubes and a slice of lemon in a large long drink glass. Add the Whiskey and two or three dashes of Angostura Bitters and top up with Ginger Ale.

### **About Pennypacker:**

Pennypacker Kentucky Straight Bourbon Whiskey is a classic Bourbon produced according to a traditional recipe by the Pennypacker Distilling Company in the Bourbon stronghold of Kentucky since 1890.

Three types of grain are used for the distillation of Pennypacker: corn, rye and barley. Corn is used in an above-average amount of 70%, as according to the law, the corn content in Bourbon must only be at least 51%. Matured corn from the corn fields around the distillery in Bardstown, Kentucky, forms the basis for Pennypacker Straight Bourbon Whiskey. The distillation process uses soft, pure spring water from the deep, thick layers of limestone that permeate Kentucky. Pennypacker is produced using the Sour Mash process. In this process, a component of the liquid that remains at the bottom of the Beer Still after the first distillation is returned to the production process. This process guarantees, among other things, that the Whiskey retains its character over many production periods. Following, Pennypacker matures, as required by American law for Bourbon, in new casks of American white oak for more than three years. The barrels are charred from the inside so that the wood can have a greater influence on the Whiskey. The distillate can penetrate the wood more easily and thus obtains the vanilla and caramel tones that characterize Pennypacker.

## **About BORCO-MARKEN-IMPORT, Hamburg**

The brand owner of Pennypacker is BORCO-MARKEN-IMPORT. Based in Hamburg, BORCO is one of the largest German and European producers and distributors of top international spirit brands. The portfolio of the independent family company covers almost all key international segments and is certainly unique in terms of its strength and unity. The international portfolio includes renowned brands such as SIERRA Tequila, FINSBURY Gin, HELBING Kümmel and OLD PASCAS.

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