

EXPLORE

AMERICAN WHISKEY

HERITAGE, STYLE *and* TASTE



AMERICAN WHISKEY

The history of American Whiskey can be traced to the beginning of the colonial period in what is now known as the United States. George Washington, the first President of the United States, was a distiller. He began producing American Rye Whiskey in 1797 and his recipe is still used today to distill whiskey at the original site in Virginia.



AMERICAN WHISKEY

For centuries, American distillers have experimented with a range of grains such as corn, wheat, barley and rye to create uniquely American Whiskeys that are cherished around the globe. Today, a global resurgence of cocktail culture and interest in premium and super-premium spirits have helped U.S. distillers export spirits to over 130 countries around the world



MAKING AMERICAN WHISKEY

From mash bills to char levels, production can be a complex process, but four main factors go into making American Whiskey



MAKING AMERICAN WHISKEY

GRAIN



Many American Whiskeys use multiple types of grains which gives rise to the term “mash bill”—the whiskey’s recipe. American Whiskey can have 100% of one type of grain, or a combination of other grains. Corn provides creamy sweetness. Rye adds a spicy/peppery flavor, while wheat gives a soft mellowness. Distillers will sometimes list their mashbill on the bottle to hint at the spirit’s flavor.

MAKING AMERICAN WHISKEY

YEAST



Each distillery uses a unique proprietary yeast strain to make their whiskey. These secret processes can either be sweet or sour. In the sweet mash process, fresh yeast is added to the mash for fermentation; while the sour mash process mixes leftover mash from previous distillation with new mash instead of yeast

MAKING AMERICAN WHISKEY

WATER



Many U.S. distilleries are located near natural water sources that they use in their whiskey distillation. Local reservoirs provide distilleries with water that is naturally filtered and rich in minerals. Water in states like Kentucky and Tennessee is naturally filtered through limestone rocks and completely iron-free

MAKING AMERICAN WHISKEY

BARREL



Barrels provide the vibrant color and some of the flavor of American Whiskey. The barrels are first toasted, allowing the heat to pull the wood sugars to the surface which are charred. This transforms the surface sugars into dark caramel. Different degrees of charring may be preferred by specific distillers

BOURBON WHISKEY

In 1964, the American Congress recognized Bourbon Whiskey as “a distinctive product of the United States.” It is also recognized as a “distinctive product” of the U.S. by 44 countries

It must be distilled to no more than 80% or less than 40% alcohol by volume. Bourbon must be aged for some time in new, charred oak barrels and cannot include coloring, flavoring, or other spirits. Bourbon that has been aged for at least two years may be further designated as “straight.”



REGION

Can be made anywhere in the United States

CHARACTERISTICS

Higher wheat content or “wheated” bourbons tend to have softer and sweeter profiles.



GRAIN

Mash bill must be at least 51% corn. The remaining 49% can consist of malted barley, rye or wheat

Q:

Are all American Whiskeys Bourbon?
Are all Bourbons American Whiskeys?

A:

All Bourbons are American Whiskey, but
not all American Whiskeys are Bourbon

TENNESSEE WHISKEY



Tennessee Whiskey is characterized by charcoal filtering called the “Lincoln County Process.” Like Bourbon, it is recognized as a “distinctive product” of the U.S. by 44 countries

In the “Lincoln County Process,” the whiskey is filtered through a column of sugar maple charcoal. Like Bourbon, Tennessee Whiskey must be aged for some time in new, charred oak barrels and cannot include coloring, flavoring, or other spirits. Each distillery has its own technique in producing and filtering whiskey through sugar maple charcoal

REGION

Can only be made in Tennessee



CHARACTERISTICS

The charcoal filtration is said to create a more distinctive mellow richness and dark color



GRAIN

Follows the “Bourbon rules” (at least 51% corn)



Q:

Is Tennessee Whiskey a Bourbon?

A:

There are many similarities between Bourbon and Tennessee Whiskey, but if it comes from Tennessee and it is charcoal filtered

AMERICAN SINGLE MALT

The term “single malt” typically means that the spirit has been distilled entirely at one distillery



Over the past decade, the popularity of American Single Malt Whiskey has grown considerably among whiskey connoisseurs around the world. Definitions or qualifications have yet to be officially determined



REGION

Can be made anywhere in the United States

CHARACTERISTICS

Terroir, or geographical factors, are believed to shape the flavor profiles of American Single Malt Whiskeys



GRAIN

Although there is no standard of identity, most American Single Malts have a mash bill of at least 51% malted grain (barley, corn or wheat).

Q:

Is American Single Malt Whiskey aged like Irish and Scotch Whiskeys?

A:

American Whiskeys are typically aged fewer years than Scotch and Irish Whiskeys because the greater fluctuation of temperatures in the United States (hotter summers and colder winters) increases the interaction between the whiskey and the wood thus enhancing the ageing process.

AMERICAN RYE WHISKEY

American Rye Whiskey largely disappeared after the 1920s, but has made a resurgence over the past decade.

American Rye Whiskey, as with bourbon, must be aged for some time in new, charred oak barrels with no added coloring, flavoring or other spirits. American Rye Whiskey that has been aged for at least two years may be further designated as “straight,” as in “Straight American Rye Whiskey.”



REGION

Can be made anywhere in the United States

CHARACTERISTICS

American Rye Whiskey generally has a spicier profile than other American Whiskeys



GRAIN

Mash bill must be at least 51% rye. The remaining 49% can consist of malted barley

Q: Is American Rye Whiskey regional?

A: Two styles of American Rye Whiskey blossomed during the colonial era: Pennsylvania or Monongahela-style, a full-bodied, spicy American Rye Whiskey, and Maryland-style rye, which was believed to be a milder, sweeter American Rye Whiskey. Today, distillers can source grains from farms throughout the United States allowing them to create unique and innovative American Rye Whiskeys

Cocktails

Manhattan



DASH LIGHT

Ingredients

- 1 1/4 part Bourbon
- 1/2 part Aperol
- 1/2 part Orange Liqueur
- 1/2 part Lemon Juice
- Top w/ Sparkling Wine

In a shaker tin, mix all of the ingredients except for the sparkling wine and add ice. Shake the mixture until the outside of the tins are frosted and strain over fresh ice into a wine glass. Top with Sparkling Wine and express an orange peel over the cocktail.



BOULEVARDIER



Ingredients

- 1 part Bourbon
- 1 part Italian Vermouth
- 1 part Campari

Add bourbon, Campari and sweet vermouth into a mixing glass with ice and stir until well-chilled. Strain into a rocks glass over fresh ice. Garnish with an orange twist.

Cocktails

Manhattan



APPLE CIDER TENNESSEE SOUR

Ingredients

- 2 parts Tennessee Whiskey
- 1 part Mulled Apple Cider Syrup
- 1 part Lemon Juice
- 1 tsp Apple Cider Vinegar
- 3 dashes Angostura Bitters
- 1 Egg White
- Apple Slices for Garnish

Combine all ingredients into a shaker without ice and give a vigorous shake. Add ice to shaker and shake once more to chill. Strain and garnish with apple slices.

UNCLE'S GARDEN



Ingredients

- 1 oz Tennessee Whiskey
- 1/4 oz St Germain Liqueur
- 1 oz Pineapple juice
- 1 Egg white

Combine all ingredients in a shaker without ice and shake vigorously. Add ice, shake well and strain into a coupe glass. Garnish with edible flowers or pineapple leaf.

Cocktails

Manhattan



RASPBERRY RYE HONEY

Ingredients

- 1.5 oz American Rye Whiskey
- 1 oz Raspberry Honey Syrup
- 1 oz Lemon Juice
- 6 -8 mint leaves

Shake all ingredients together with ice. Strain & serve over crushed ice. Garnish with raspberries and mint.



DUSK TILL DAWN



Ingredients

- 1 part American Rye
- 3/4 part Mezcal
- 1/2 part Averna
- 3/4 part Fino Sherry
- 4 dash Hazelnut Liqueur

Measure ingredients in a mixing glass and add ice. Stir the mixture until the dilution is achieved. Strain the cocktail into a cocktail glass and finish by expressing an orange peel. Garnish with orange peel.

Cocktails

Manhattan



DEEP SOUTH

Ingredients

- 1 1/2 part American Single Malt
- 1/2 part Aperol
- 1/2 part Mango Nectar
- 1/2 part Lime
- 1/4 part Honey Syrup
- 5 dash Angostura Bitters

Top w/ Ginger Beer

Shake all ingredients together with ice.
Strain & serve over crushed ice. Garnish
with raspberries and mint.



THE FIELD OF VIEW



Ingredients

- 2 parts American Single Malt
- 1/2 part Pedro Ximénez Sherry
- 1/2 part Sauternes Wine
- 1/2 tsp Matcha Tea Powder

Combine ingredients in a mixing glass and add ice. Shake to incorporate air to ensure that the Matcha is well dispersed. Double strain the cocktail over a large cube of ice in a rocks glass. Garnish with Bee Pollen granules.

ABOUT

The Distilled Spirits Council of the United States (DISCUS) is the leading voice and advocate for distilled spirits in the United States.

DISCUS' Cheers! Spirits from the U.S.A. campaign, supported by the U.S. Department of Agriculture's Market Access Program (MAP) & Agricultural Trade Promotion (ATP) program, aims to educate the hospitality industry, adult consumers and media in key spirits export markets on the taste, heritage, and style of American distilled spirits. DISCUS' initiatives focus on the range of American spirits, but with a particular focus on the unique qualities of American Whiskeys, including Bourbon, Tennessee Whiskey, American Rye Whiskey, and American Single Malt Whiskey, which account for most U.S. spirits exports worldwide.

The U.S. distilled spirits industry is committed to social responsibility. For those adults who choose to drink, they should do so in moderation and responsibly at all times. The Distilled Spirits Council of the United States, Inc., prohibits discrimination in its programs on the basis of race, religion, national origin, age, gender, disability, or other protected statu

For more information, please visit
www.distilledspirits.org



DISTILLED SPIRITS COUNCIL
OF THE UNITED STATES



The background is a deep red color with a fine, repeating pattern of diagonal lines. The corners are decorated with ornate, scrollwork-like flourishes in a slightly darker shade of red. The text is centered and rendered in white.

cheers!

SPIRITS FROM THE USA

ENJOY RESPONSIBLY