

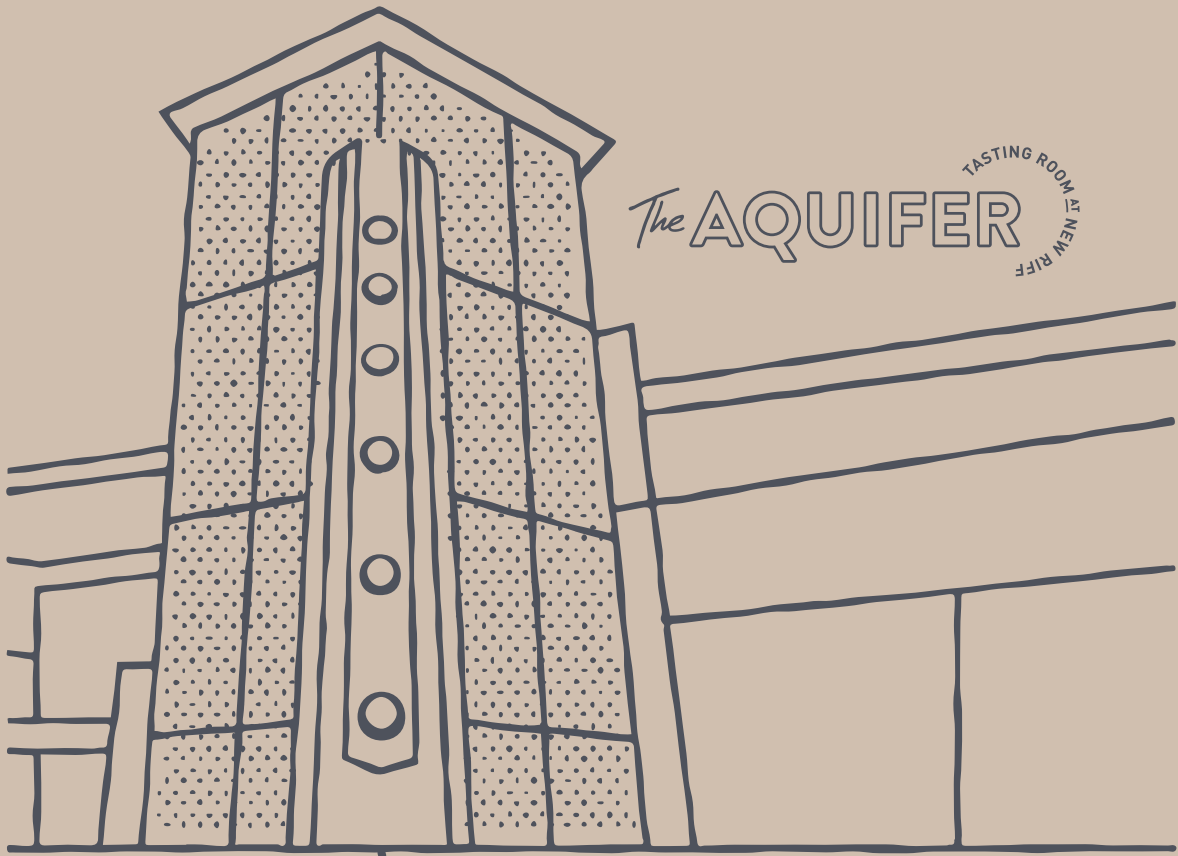
The AQUIFER

TASTING ROOM AT NEW RIFF

INSTAGRAM @THEAQUIFER

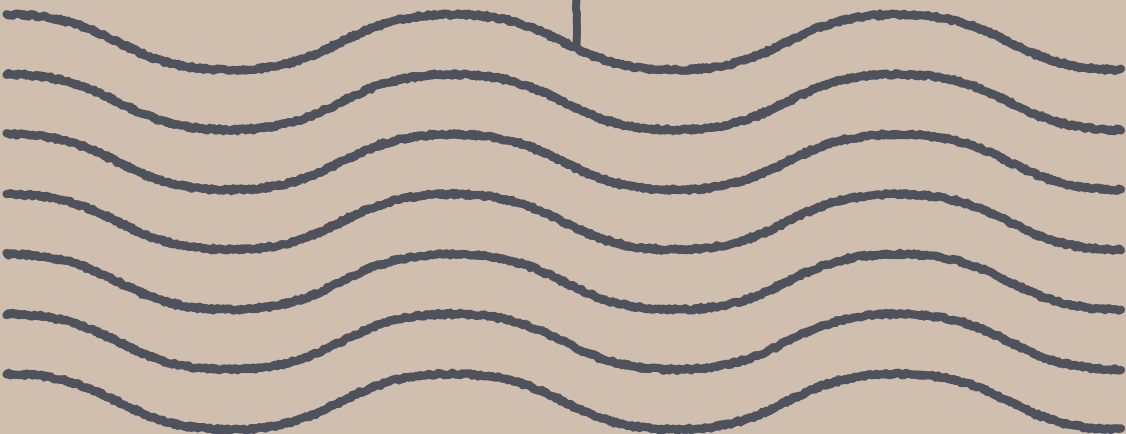
FACEBOOK NEW RIFF DISTILLING





GREAT WHISKEY MAKING WATER

RIGHT UNDER YOUR FEET



HOUSE COCKTAILS

CREATED WITH NEW RIFF'S AWARD
WINNING LINE OF SPIRITS.

DISTILLER TASTED AND APPROVED.

THE ART OF LOVING 12

Bottled-In-Bond Bourbon, blackberry, vanilla, lemon, saline, cream soda.

TAKE ME OUT TO THE BALL GAME 14

Bottled-In-Bond Bourbon, angostura bitters, rich demerara, cracker jack, maldon salt.

DELTA DAWN 11

Kentucky Wild Gin, hibiscus, ginger, lemon.

LAVENDER GIRL 12

Kentucky Wild Gin, lavender, honey, lemon.

BITTERSWEET SYMPHONY 13

Kentucky Wild Gin, Bluegrass Bitters orange bitters, sweet vermouth, geneply.

PARADISE TO ME 13

Kentucky Wild Gin Bourbon Barreled, lemon juice, tarragon, Key Lime Lacroix.

PURPLE HAZE 13

Bottled-In-Bond Rye, pineapple juice, coconut cream, ube.

RYE OF THE TIGER 13

Bottled-In-Bond Rye, lime, orange, pineapple, honey, habanero bitters.

NORTH STAR 13

Bottled-In-Bond Bourbon, lemon, passion fruit, orgeat*contains nuts. **Official Cocktail of the Kentucky Bourbon Festival.**

FLOWERCHILD 12

Kentucky Wild Gin, cocchi rosa, raspberry shrub, fee foam.

I LOVE LIFE, THANK YOU 11

Strawberry infused Newmake, jalapeño, cointreau, lime, saline.

****GIVE BACK COCKTAIL****

CHERRY WAVES 13

Bottled-in-Bond Rye, house cherry lemonade.

The LEE Initiative uses the power of food to uplift the hospitality industry and strengthen communities through education, mentorship, research, and grants. Our work supports food resiliency by helping people build essential life skills, access opportunity, and stay connected during moments of need.

<https://www.leeinitiative.org/>



FLAGSHIP SPIRITS

FLIGHT OF THREE 16



BOTTLED-IN-BOND BOURBON 100 PROOF

½ OZ 6

2 OZ 8

NOSE: Butterscotch rounding into fresh oak, with hints of vanilla and rye spice.

PALATE: Broad, fulsome mouthfeel, leading to a sweeter vanilla accent, before a gathering of rye spices (clove, cinnamon, mint, dark berry) into the finish.

BOTTLED-IN-BOND RYE 100 PROOF

½ OZ 6

2 OZ 8

NOSE: Spicy and detailed, showing mint, black pepper and vanilla with hints of orange and oak.

PALATE: Cinnamon spice, vanilla and sweet toffee moving into a bold mouth feel with rich rye spice, caramel and toasted oak. Complex flavors drink older than four-year-old.

6 YEAR MALTED RYE 100 PROOF

1 OZ 9

2 OZ 18

NOSE: Savory, floral fruit, powdered sugar, balanced oak and vanilla fruits (plum skin, pear), everything complex and layered.

PALATE: Plum, rounded medium-full palate; finely dovetailed elegant spices; saltwater taffy, fruits, clove and an interesting toasty-malty note.

8 YEAR BOURBON 100 PROOF

1 OZ 10

2 OZ 20

NOSE: Copious cherries and red fruits, fresh spearmint leaves.

PALATE: Dark berries, cedar plank and savory rye spice, leading into rich tannic oak balanced with a sweet cream butteriness in the finish.

8 YEAR RYE 100 PROOF

1 OZ 10

2 OZ 20

NOSE: Rounded and ripe with rye grass, notes of cinnamon, clove, red apple.

PALATE: Fulsome, medium body; lightly oaky with a sweeter core, juicy intense midpalate of spearmint/clove/apple, along with a lovely aged grassy-mineral quality.

CLASSIC COCKTAILS

MANHATTAN 12

Choice of Bottled-In-Bond Bourbon or Rye, house sweet vermouth, angostura Bitters.

SAZERAC 13

Bottled-In-Bond Rye, peychaud's bitters, demerara, absinthe.

NEGRONI 13

Bourbon Barrel Aged Gin, campari, sweet vermouth.

OLD FASHIONED 12

Choice of Bottled-In-Bond Bourbon or Rye, rich demerara, Bluegrass Bitters orange bitters, angostura bitters.

MARTINI 11

New Riff Wild Gin, dolin dry vermouth, Bluegrass Bitters orange bitters.

FRENCH 75 11

Bourbon Barrel Aged Gin, grapefruit shrub, sparkling wine.

WHISKEY SOUR 13

Bottled-In-Bond Bourbon, simple syrup, fresh lemon.

OLD FASHIONED FOR TWO 20

Bottled-In-Bond Bourbon, rich demerara, Bluegrass Bitters orange bitters, angostura bitters.

PENICILLIN 13

Bottled-In-Bond Bourbon, honey, ginger, lemon, float of Single Malt #5.

NO PROOF

BLACKBERRY CREAM SODA 5

Blackberry, vanilla, lemon, seltzer water.

DIRTY SODA 6

Cherry Lemonade, Coconut Milk, Seltzer Water.

SPARKLER 6

Passion fruit, lemon, orgeat, Key Lime LaCroix *contains nuts.

DD FOR THE GROUP?

ENJOY A NO PROOF BEVERAGE ON US.

THANK YOU TO OUR LOCAL FOOD PARTNERS

Curious Kitchen, Urban Stead, Riverside Pickling, Smoking Goose, Lil's Kitchen, North South Baking, Tuba Pretzel, Dean's Mediterranean, Los Cunados, Kate's Catering.

BEER AND WINE

ROTATING BEER 6

BOILER MAKER 7

Little Kings with a shot of New Riff 9 Year Old Corn Whiskey.

RHINEGEIST BOILER MAKER 15

Rhinegiest House Cat with a shot of Duet.

BELGIUM QUAD BOILER MAKER 15

Belgium Trippel with a shot of Single Malt Belgian Quad Style Whiskey.

VENETO FRIZZANTE SOFIA BRESCIA NV 9

Sparkling

NOMADICA SPARKLING ROSE 14

NOMADICA WHITE 14

AH-SO RED 14

LIGHT BITES

DISTILLERS PLATE 26

Quark with Bourbon Blueberry Jam, Pimento Cheese, Feta Bruschetta, Smoked Trout Dip, Salame Picante, Pickles, Cincy Chili Spiced Nuts, Sesame Durum Bread, Ritz Crackers.

PRETZEL 11

Served with Beer Cheese and Bourbon Mustard.

BENEDICTINE AND POTATO CHIPS 8

Traditional southern style spread with cucumber, dill, cream cheese and onion

BUFFALO CHICKEN DIP 15

Served warm with potato chips and sliced bread

CINCINNATI CHILI DIP 14

Served warm with corn chips and rye crisps

SATURDAY AND SUNDAY FEATURE

11am-Until Sell Out

BIG BREAKFAST BURRITO BACON/CHORIZO* 12

Egg, hash brown, cheese, onion, pico de gallo

BIG BREAKFAST BURRITO VEGGIE* 12

Egg, hash brown, zucchini, yellow squash, cheese, bell pepper, onion, pico de gallo

*Please note: No modifications and please allow 12-15 minutes for burritos to be served.





WHISKEY LIBRARY
FEATURED FLIGHTS





FEATURED FLIGHTS

RIFF SHOP 20

Single Malt 2024
Choice of Silver Grove Bourbon or Rye
Choice of Single Barrel Bourbon or Rye

Sip through some of our house favorites. The pours in this flight are all available for purchase in our Riff Shop, including several distillery exclusives you'll only find on site.

GOOD AND MALTED 24

Maltster Wheat
Sherry Finished Malted Rye
Single Malt 2023

Our distillers reached into their brewing and world whiskey backgrounds for inspiration and exploration of malted grains, offering complex and elegant flavors.

WISP OF SMOKE 24

Backsetter Bourbon
Backsetter Rye
Single Malt 2025

A touch of smokey goodness ties these three distinct whiskey styles together.

HIGH NOTE 28

8 Year Single Barrel Balboa Rye
8 Year Bohemian Wheat
First Decade Bourbon

Meet some of our limited production runs, one-off whiskey creations, unique barrels, and rare delights found in our warehouses.

PERENNIAL FAVORITES 20

Winter Whiskey
Silver Grove 2023
6 Year Malted Rye

Three of our most beloved annual releases.

HEIRLOOMS 20

Red Turkey Wheat
Blue Clarage
Balboa Rye

These whiskeys anchor our exploration of heirloom grains. These grains, unaltered from their original seed lineage, offer a glimpse into flavors of previous generations.

WHISKY NRD 24

Backsetter Bourbon
DUET American Whiskey
High Note Kentucky Straight Wheat Whiskey

Delight in these inventive and esoteric whiskeys. Geek out on the rare grains, local heirloom corns and process innovations that bring out the nerd in us all.

RYE OR DIE 26

High Note First Decade Rye
Sherry Finished Malted Rye
High Note 8 Year Balboa Single Barrel Rye

A trio for our new and seasoned rye lovers. These older expressions highlight the nuance, and complex flavor of rye.

WHEATERS 24

High Note 8 Year Bohemian Wheat
Maltser Wheat
Red Turkey Wheat

A few of our riffs on a time honored Bourbon tradition. These "wheaters" bring a new dimension to our rye centric whiskey making style.

BONDED RYE MASTER CLASS 19

Bottled-In-Bond Rye
Balboa Rye
6 Year Malted Rye

Our staple Ryes adhere to the strictest quality standard for any aged spirit on the planet ~ bold, spicy, and bonded.

SILVER GROVE BOURBON 22

Silver Grove Bourbon 2024
Silver Grove Bourbon 2025
Silver Grove Bourbon 2026

In honor of our Silver Grove aging warehouse, sip through three expressions of this distillery exclusive barrel proof bourbon.

SILVER GROVE RYE 22

Silver Grove Rye 2024
Silver Grove Rye 2025
Silver Grove Rye 2026

In honor of our Silver Grove aging warehouse, sip through three expressions of this distillery exclusive barrel proof rye.

8 IS GREAT 26

8 Year Bourbon
8 Year Rye
High Note 8 Year Malted Rye

Sip and celebrate with three expressions of some of our oldest releases.

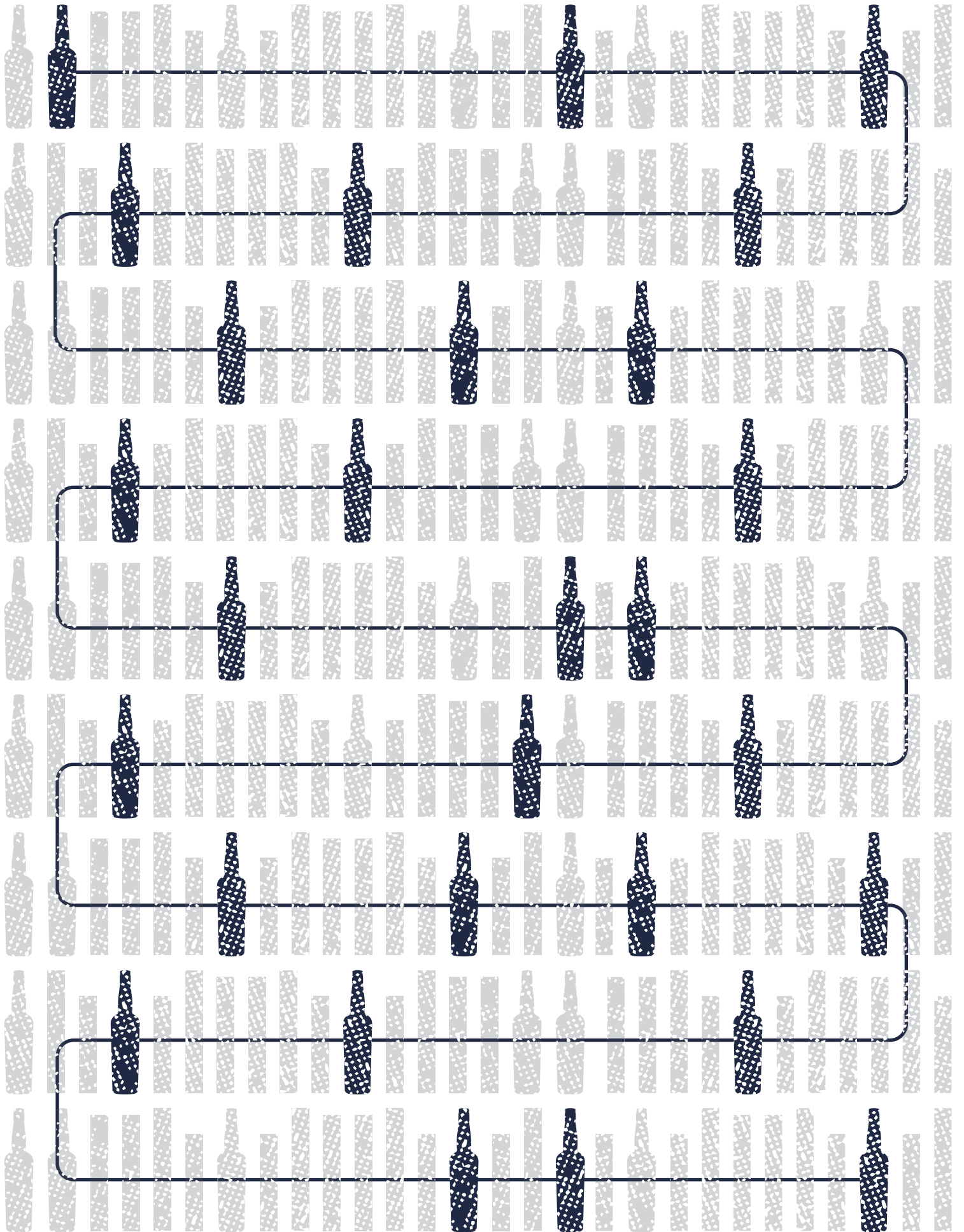
ADDITIONAL FLIGHTS 



WHISKEY LIBRARY

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ONE OF OUR GREATEST
HITS POURED TO ITS LAST
DROP AND NOW RETIRED
TO OUR HALL OF FAME



2018

BOTTLED-IN-BOND BOURBON **B** **\$**

1/2 OZ **6**

2 OZ **8**

Release Date: August 2018

Age Statement: 4 years

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Butterscotch rounding into fresh oak, with hints of vanilla and rye spice.

Palate: Broad, fulsome mouthfeel, leading to a sweeter vanilla accent, before a gathering of rye spices (clove, cinnamon, mint, dark berry) into the finish.



BOTTLED-IN-BOND RYE **R** **\$**

1/2 OZ **6**

2 OZ **8**

Release Date: August 2018

Age Statement: 4 years

Mash Bill: 95% Rye, 5% Malted Rye

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Spicy and detailed, showing mint, black pepper and vanilla with hints of orange and oak.

Palate: Cinnamon spice, vanilla and sweet toffee moving into a bold mouth feel with rich Rye spice, caramel and toasted oak. Complex flavors drink older than four-year-old.

2019

BALBOA RYE **R**

1 OZ **8**

2 OZ **16**

Release Date: November 2019

Age Statement: 4 years

Mash Bill: 95% Heirloom Balboa Rye, 5% Malted Rye

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Clean ripe oak, controlled and even. With time, develops waxy/honeyed (yet not sweet) fruits. Water yield colorful (black-blue-red skinned) rye fruits and spice.

Palate: Rounded and full-bodied, midpalate of spiced fruit compote.

2020

BACKSETTER BOURBON **B**

1 OZ **9**

2 OZ **18**

Release Date: May 2020

Age Statement: 4 years

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Rich oak at the forefront, before a smokiness develops alongside typical confection. It opens considerably with water, yielding a broad field of grain, roasty-nutty confection and rye spice amid a smoky, smoldering backdrop.

Palate: Remarkably soft-textured at entry, with the peat more immediate than in the nose. Juicy and zesty, it quickly develops a spicy rye top note at midpalate joined by smoke, oak, sweet corn and grassy rye. The finish pings between smoky peat and a peppery-clove rye note.

BACKSETTER RYE **R**

1 OZ **9**

2 OZ **18**

Release Date: May 2020

Age Statement: 4 years

Mash Bill: 95% Rye, 5% Malted Rye

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Considerable peat at the front, hinting at fruit and grassy rye. A splash of water detonates into a profound bouquet, as the peat retreats into stylish layers beneath a soaring top note of grassy rye and subtle cinnamon spice.

Palate: Medium-to full-bodied, rounded and chewy, again with quite a bit of peat, but it is a lovely peat at that, in fact absolutely gorgeous peat that Islay would be proud of. A midpalate of sugared fruit and cinnamon-allspice heads to a finish of wafting smoke, stylishly dovetailed with the rye spice.



MALTSTER MALTED WHEAT B

1 OZ 9

2 OZ 18

Release Date: October 2020

Age Statement: 5 years

Mash Bill: 65% Corn, 18% Floor Malted Wheat, 10% Unmalted Wheat, 7% Dark Wheat

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Darker grain-husk and bready notes, oaky, tending dry with a bit of confection; water bring hints of dark fruit.

Palate: Large-scaled & full-bodied, dryish and plenty of oak backed by grainy depth; that dark fruit (currant) appears in the mid-palate, party hidden by the oak; finishing with hints of wood spice, bread crust, grassy-grainy minerals.

WINTER WHISKEY B

1 OZ 9

2 OZ 18

Release Date: November 2020

Age Statement: 4 years

Mash Bill: 65% Corn, 20% Malted Oats, 7% Pale Ale Malt, 5% Steel Cut Raw Oats, 3% Chocolate Malt

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Forward and well-oaked, emergent dark cocoa; water adds a melange of dry cocoa notes and a unique spicy quality.

Palate: Lovely dryness with a sweeter inner core, surprisingly delicate, and the dry cocoa jousts with oak and that unusual spice.

2021

RED TURKEY WHEAT B

1 OZ 9

2 OZ 18

Release Date: November 2021

Age Statement: 5 years

Mash Bill: 70% Corn, 25% Red Turkey Wheat, 5% Malted Barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Gristy-grainy-bready with a balance of oak and confection, dark fruits and a top note of citrus emerge in time.

Palate: Chewy and remarkably zesty, even citrusy, with moments of dark stewed fruit, moderately sweet and well-balanced, black cherry skin into the finish.

6 YEAR MALTED RYE R \$

1 OZ 9

2 OZ 18

Release Date: May 2021

Age Statement: 6 years

Mash Bill: 100% Malted Rye

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Savory, floral fruit, powdered sugar, balanced oak and vanilla fruits (plum skin, pear), everything complex and layered.

Palate: Plum, rounded medium-full palate; finely dovetailed elegant spices; saltwater taffy, fruits, clove and an interesting toasty-malty note.

2022

SHERRY FINISHED MALTED RYE R

1 OZ 10

2 OZ 20

Release Date: May 2022

Age Statement: 6 years

Mash Bill: 100% Malted Rye finished in Oloroso and Pedro Ximenz Sherry Casks

Proof: 112.7 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Slow development of dark fruits, buttery sherry oak, walnut skin, lifted rye spice above it all with a touch of vanilla; splash of water yield multiple fruit tones.

Palate: Full-bodied and broad; savory, surprisingly dry entry leads to sappy sherry backed with malty grain ; well-integrated between sherry oak and grain character although it's wickedly friendly straight up, you can add water to emphasize sherry notes, or less water for more rye.

AROOSTOOK KENTUCKY-GROWN R STRAIGHT MALTED RYE

Release Date: October 2022

Age Statement: 6 years

Mash Bill: 100% Aroostook Kentucky Grown Malted Rye

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Opens with thick-cut fruit and vanilla confection, big and broad, quickly develops rye spices. Water turns it drier, husky, with the fruits again, and menthols.

Palate: Medium-full bodied, with dark fruits and grassy cereal rye with details of mint, clove and red fruit skin.



MALTSTER BOURBON WITH CRYSTAL MALT AND MALTED RYE R

Release Date: October 2022

Age Statement: 6 years

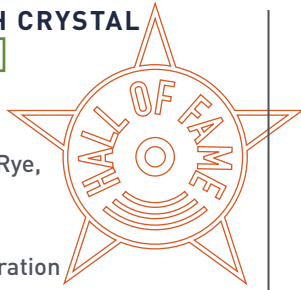
Mash Bill: 65% Corn, 20% Malted Rye, 15% T50 Crystal Malt

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: So much toasty, husky toffee, quite forward and expressive, lovely emergent rye spice, cocoa nib, also rye notes of faint menthol, faint red fruits-dang, it is complicated. It relaxes with a splash of water, with more core maltiness, creamier toffee/dulce de leche/cocoa.

Palate: Drier than the nose might suggest, medium-full bodied, all that husky detail again, gentle rye spices leading up to the finish.



2023

SILVER GROVE BOURBON 2023 B

1 OZ **8**

2 OZ **16**

Release Date: April 2023

Age Statement: 4 years

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 113.5 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: A large-scaled aroma of considerable depth offers considerable cinnamon, along with toasty vanilla oak; with water, develops wood spice, fruits, and faint spearmint.

Palate: Medium-full; notes of caramel, blue fruit, and nuanced/profound spices of clove and mace are framed in a lovely, rounded body, ending in a long, savory finish.

YELLOW LEAMING B

1 OZ **9**

2 OZ **18**

Release Date: May 2023

Age Statement: 5 years

Mash Bill: 65% Heirloom Yellow Leaming Corn, 30% Rye, 5% Malted Barley

Proof: 100 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Dense and deep, very typical of New Riff Bourbon.

Palate: Open, corn-forward, classic and aromatic, strong spice. Balanced, juicy finish.

BLUE CLARAGE B

1 OZ **9**

2 OZ **18**

Release Date: May 2023

Age Statement: 5 years

Mash Bill: 65% Heirloom Blue Clarage Corn, 30% Rye, 5% Malted Barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Subtle spices of clove, faint root beer/sarsaparilla, caramelized citrus; and indeed a whiff of blue corn tortilla.

Palate: Long finish is savory, juicy, dry but rich.

SINGLE MALT 2023 S

1 OZ **10**

2 OZ **20**

Release Date: September 2023

Age Statement: 7 years

Mash Bill: 100% Malted Barley-5 Mashbills, 11 Barley Varieties, 6 cask types for aging

Proof: 113.9 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Broad, deep and heady, with many barrel notes (oaky, sherried oak, toast); with time, it develops rich malty fruit grains; a splash of water advances complicated grainy detail, showy grassy-mineral malt, dark fruit, cacao nibs, orange-lemon citrus, and a wish of smoke.

Palate: Straight-up, the oak is forward and layered (oloroso sherry, red wine, brandy, new oak), chewy texture, and drying but not tannic; with water, a strikingly juicy entry, bright fruit and citrus peel; it is dryish but not tannic and tinged with sweetening fruits a BIG Kentucky-style body, savory-soft thick-cut texture with red and dark fruit, cocoa powder, grassy-nutty malt, a shading of sherry oak and a suggestion of smoke.

HIGH NOTE 8 YEAR BOHEMIAN WHEAT B

1 OZ **11**

2 OZ **22**

Release Date: October 2023

Age Statement: 8 years

Mash Bill: 65% Corn, 18% Floor Malted Wheat, 10% Unmalted Wheat, 7% Dark Wheat

Proof: 117.9 Proof

Bottled at Barrel Strength Without Chill Filtration

Inspired by some of their favorite wheat beers, the distillers at New Riff created a Bavarian Dunkelweizen-style Bourbon mash bill, featuring floor-malted Bohemian wheat - the cornerstone of great wheat beer. Together with raw, unmalted wheat and a measure of roasted dark wheat, it creates a unique riff on one of the classic styles of Bourbon.

Palate: Honeyed dark fruits with a peppered, toasty-bready finish.



HIGH NOTE 8 YEAR MALTED RYE R

1 OZ 11

2 OZ 22

Release Date: October 2023

Age Statement: 8 years

Mash Bill: 100% Malted Rye

Proof: 118.2 Proof

Bottled at Barrel Strength Without Chill Filtration

100% Malted Rye whiskeys are still a rare thing in Kentucky and in American whiskey more generally. This whiskey is perhaps the oldest Kentucky Malted Rye ever bottled, it bears the unmistakable savor of a fully matured whiskey, crossed with the delicate spice of Malted Rye.

Palate: Wood-spiced stone fruits, dusted w/ cardamom, cedar and citrus zest.

2024

SILVER GROVE BOURBON 2024 B

1 OZ 8

2 OZ 16

Release Date: April 2024

Age Statement: 4 years

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 116.2 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Dark red fruits and rye spice, rounding into aged oak, with hints of vanilla and cinnamon.

Palate: Deep, full mouthfeel, flowing briefly into dark brown sugars, then wood spices and tannins.

SILVER GROVE RYE 2024 R

1 OZ 8

2 OZ 16

Release Date: April 2024

Age Statement: 4 years

Mash Bill: 95% Rye, 5% Malted Rye

Proof: 116.4 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Plump, oily rye grains, huge mint, black pepper, with hints of citrus, caraway and oak.

Palate: Up front cinnamon spiciness, hint of vanilla and singed toffee. Delightfully aggressive, complex oak and rye flavors.

OL'NEW RIFF BOURBON B

1 OZ 9

2 OZ 18

Release Date: May 2024

Age Statement: 4 years

Mash Bill: 60% heirloom corn (Yellow Leaming and Blue Clarage), 26% heirloom Balboa rye, and 14% 2 Row malted barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Rich oak at the forefront, before a smokiness develops alongside typical confection. It opens considerably with water, yielding a broad field of grain, and rye spice amid a smoky, smoldering backdrop.

Palate: Remarkably soft-textured at entry. Juicy and zesty, it quickly develops a spicy rye top note at midpalate joined by smoke, oak, sweet corn and grassy rye.

OL'NEW RIFF RYE R

1 OZ 9

2 OZ 18

Release Date: May 2024

Age Statement: 4 years

Mash Bill: 65% Balboa Heirloom Rye 20% Heirloom corn (Yellow Leaming and Blue Clarage) 15% two-row malted barley

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Nose: Fresh oak, muddled sweet mint with a touch of citrus, lightly roasted coffee.

Palate: Spicier oak, macerated darker fruits and berries.

HEADLINER BLEND

ONLY AVAILABLE IN FLIGHT:

- Decade in the Making
- 10 Year Anniversary

Release Date: July 2024

Age Statement/Mashbill:

45% 10 Year Old Bourbon Whiskey

20% 9 Year Old Bourbon Whiskey

30% 9 Year Old Rye Whiskey

5% 7 Year Old Single Malt Whiskey

Proof: 100 Proof

Bottled-In-Bond Without Chill Filtration

Since our founding in 2014 we've focused on making great whiskey as a vehicle for good. Our inaugural Headliner release exemplifies this mission - sampling our full distilling catalog to create a supergroup of whiskeys. 2024 Headliner is anchored by our first ever bourbon whiskey, now ten years old. Our 2024 release reflects our flagship bourbon mashbill, vatting together 65% Bourbon Whiskey, 30% Rye Whiskey and 5% Single Malt Whiskey. The resultant blend highlights a rich

balance of rye spice, warmth from the extra years in the barrel and touch of dark fruit. With proceeds from each bottle going to benefit three local organizations, the Brighton Center, Green Umbrella and the Horizon Community Fund, this is a blend worthy of top billing.

HIGH NOTE BISCUIT MALT RYE R

1 OZ **8**

2 OZ **16**

Release Date: October 2024

Age Statement: 4 years

Mash Bill: 51% Rye, 26% Corn, 23% Weyermann Abbey Malt

Proof: 109.4 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Dank spicy pine, mint chocolate, honey.

Palate: Eucalyptus syrup, rich maltiness, cedar plank.

Finish: Super-zesty finish of rye spice, intensely dry.

SINGLE MALT 2024 S \$

1 OZ **10**

2 OZ **20**

Release Date: October 2024

Age Statement: 7 years

Mash Bill: 100% Malted Barley-5 Mashbills, 11 Barley Varieties, 7 cask types for aging

Proof: 109.4 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Broad, deep and heady, with many barrel notes (oaky, sherried oak, toasty) with time, it develops rich malty fruity grains and cacao nibs.

Palate: Straight-up, the oak is forward and layered (oloroso sherry, red wine brandy, madeira, new oak) chewy texture, and drying but not tannic.

HIGH NOTE BALBOA SINGLE BARREL RYE R

1 OZ **11**

2 OZ **22**

Release Date: October 2024

Age Statement: 8 years

Mash Bill: 95% Heirloom Balboa Rye, 5% Malted Rye

Proof: 119.4 Proof

Bottled at Barrel Strength Without Chill Filtration

Palate: Deep wood spice layered over balanced floral notes of hibiscus and lilac, finishing with a pleasant strawberry rhubarb bitterness.

8 YEAR BACKSETTER BOURBON B

1 OZ **11**

2 OZ **22**

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 117.8 Proof

This barrel proof expression of Backsetter Bourbon was released in support of local non-profit ArtsWaves. The unique artwork on the bottle was designed by local Cincinnati artist, Adoria Maxberry.

Since 1927, ArtsWave has been the engine for the arts in our region supporting 150+ arts organizations, projects, artists and festivals like BLINK, right here in Northern Kentucky and across the Cincinnati region.

Join New Riff by lifting a glass in support of ArtsWave. Scan the QR code to learn more and support the arts.

arts wave
Funding Arts. Fueling Community.



2025

SILVER GROVE BOURBON 2025 B \$

1 OZ **8**

2 OZ **16**

Release Date: April 2025

Age Statement: 4 years

Mash Bill: 65% Corn, 30% Rye, 5% Malted Barley

Proof: 110.3 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Maple sugar, blackberries and rye bread, with lightly spiced oak and cinnamon.

Palate: Mouthful of honeyed dark fruits, a touch of brown sugar and baking spices.

SILVER GROVE RYE 2025 R \$

1 OZ **8**

2 OZ **16**

Release Date: April 2025

Age Statement: 4 years

Mash Bill: 95% Rye, 5% Malted Rye

Proof: 110.2 Proof

Bottled at Barrel Strength Without Chill Filtration

Nose: Fresh spearmint, raspberry jam and whipped butter, with hints of citrus, ginger bread.

Palate: Cloves and oak up front, sweet orange, anise, and tannic wood spice.





BOURBON BARRELED WILD GIN  

1/2 OZ **7**

2 OZ **10**

Release Date: November 2014

Proof: 94 Proof

Copper Pot Distilled Without Chill Filtration

Finished in dripping fresh New Riff Bourbon barrels for five to seven months

Nose: Spicebush and vanilla oak form a tantalizing duo, while wood spices tangle playfully with local juniper fruit and cinnamon-allspice heads to a finish of wafting smoke, stylishly dovetailed with the rye spice (Thai long black pepper, mineral, grain of paradise)

Palate: Supple-sweet and soft, subtle oak tannin serves to amplify the dryness from angelica; orange peel is a bit more prominent.

NEW RIFF WHISKEY CLUB

CLASSICALLY INSPIRED, CONTINUALLY INNOVATIVE.

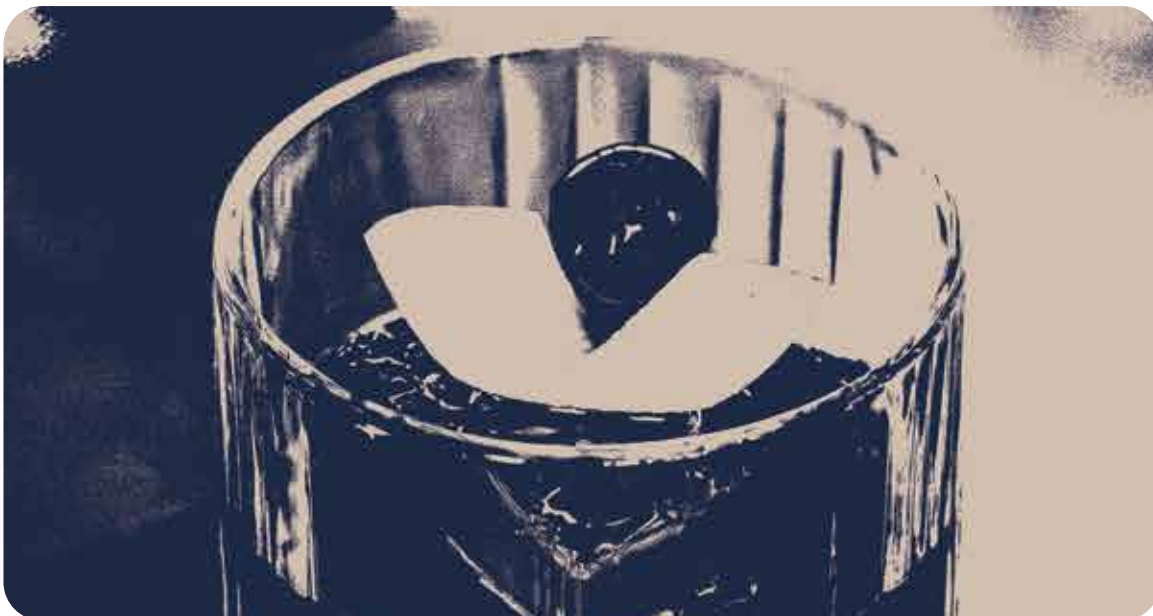
RARE WHISKIES, ONE OF A KIND BARRELS. RELEASED SEASONALLY. JOIN THE CLUB.

We're building a community of Bourbon, Rye, and Whiskey lovers, eager to explore our riff on Kentucky's whiskey traditions. The NRWC provides early notice and online access to seasonal releases of our highly allocated spirits. Twice a year these spirits will be available for pre-purchase online, with pick up at the distillery (no shipping). It's free to join, first come, first serve, with no obligation to purchase, ever!

NRWC MEMBERSHIP INCLUDES:

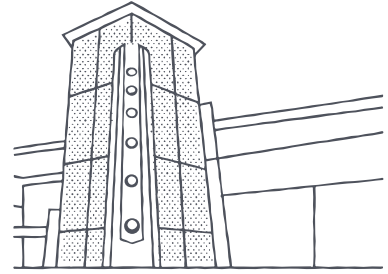
Early access to seasonal releases of our highly allocated spirits twice a year. Fairness and transparency—no long lines to contend with: All NRWC editions will be pre-sold online with published dates and per-person limits. (Must be picked up at the Distillery within 60 days.) Free to join, first come, first serve. No obligation to purchase, ever.

LEARN MORE ABOUT THE CLUB AT
WWW.NEWRIFFDISTILLING.COM





NEW RIFF®



OUR STORY - A NEW RIFF ON AN OLD TRADITION

Founded in 2014 by Ken Lewis, a visionary Kentucky liquor retailer and entrepreneur, New Riff is led by a team of corporate refugees ranging from craft beer to politics and more. Our distillery is where our shared passions for spirits, collaboration and creating the unexpected intertwine, and new time-honored traditions are born. We are urban with old roots, bringing our own New Riff to Kentucky bourbon tradition. We craft award-winning whiskeys—Bourbon, Rye, Malted Rye and a vast range of specialty recipes. Our spirits uphold the highest quality standards in the world and are never chill filtered. Our mission is simple: to someday be counted among the world's great small distilleries.

We're determined to take the high road, which is usually the hard road, by putting quality above everything else. Every bottle we make is a distillation of who we are—a representation of our pride and the incredibly high standards that are part of our DNA. We don't even have to think about the possibility of letting you down because we wouldn't let ourselves fall short of our own incredibly high standards.

We are inspired by the great Bourbon makers of the past and the wider tradition in Kentucky—but we will play our own riff, on the Sour Mash Kentucky Regimen, both with our standard of Bottled in Bond Without Chill Filtration, and through applying that production regimen to wholly new styles of Kentucky whiskey. Yet we also observe the tremendous whiskey history of Greater Cincinnati, and we inhale that rye-rich backstory as well.

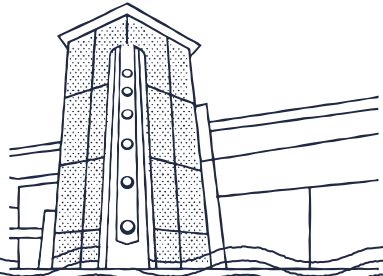
At the end of the day, despite playing a free hand to improvise and create Kentucky anew, we uphold above all else the time-honored Sour Mash Kentucky Regimen: we believe it's a fantastic way to make whiskey, fully the equal of the traditions of the world's great whiskeys. And we proudly lift that bar even higher by bottling without chill filtration. We stand behind this combination of classic American entrepreneurship and ingenuity; passion and knowledge born from one of the world's great spirit regions; and a talented team individually committed to doing things the right way.

HERE AT NEW RIFF, WE ARE INDEPENDENT SPIRITS. YOU MIGHT SAY WE ARE DOWNRIGHT STUBBORN ON THE SUBJECT OF OUR INDEPENDENCE. WE ARE 100% KENTUCKY FAMILY OWNED, BY A SINGLE FAMILY. WE HAVE NO PARTNERS, NO INVESTORS AND NO OTHER SHAREHOLDERS.



The AQUIFER

TASTING ROOM AT NEW RIFF



GREAT WHISKEY MAKING WATER RIGHT UNDER YOUR FEET

Most of the great whiskey distilleries of the world are founded upon an exceptional water source. One of the first things the founders of New Riff looked for was a distinctive source of water. While the big distilleries in Louisville and elsewhere typically operate on municipal water, New Riff wanted a source of water unique to this exact location. And so, not being hydrologists by trade, we set about looking for one... and discovered it right beneath our feet.

Directly beneath New Riff Distilling lies an aquifer, the Ohio River Alluvial Aquifer, extending up and down the Ohio River. New Riff's research—which included consulting with hydrologists and water chemists at the University of Kentucky as well as historical sources, 1960s geological and hydrological maps, and our own consultants—indicated that not only could this aquifer offer a robust water supply, but that it could be perfectly suited for making whiskey.

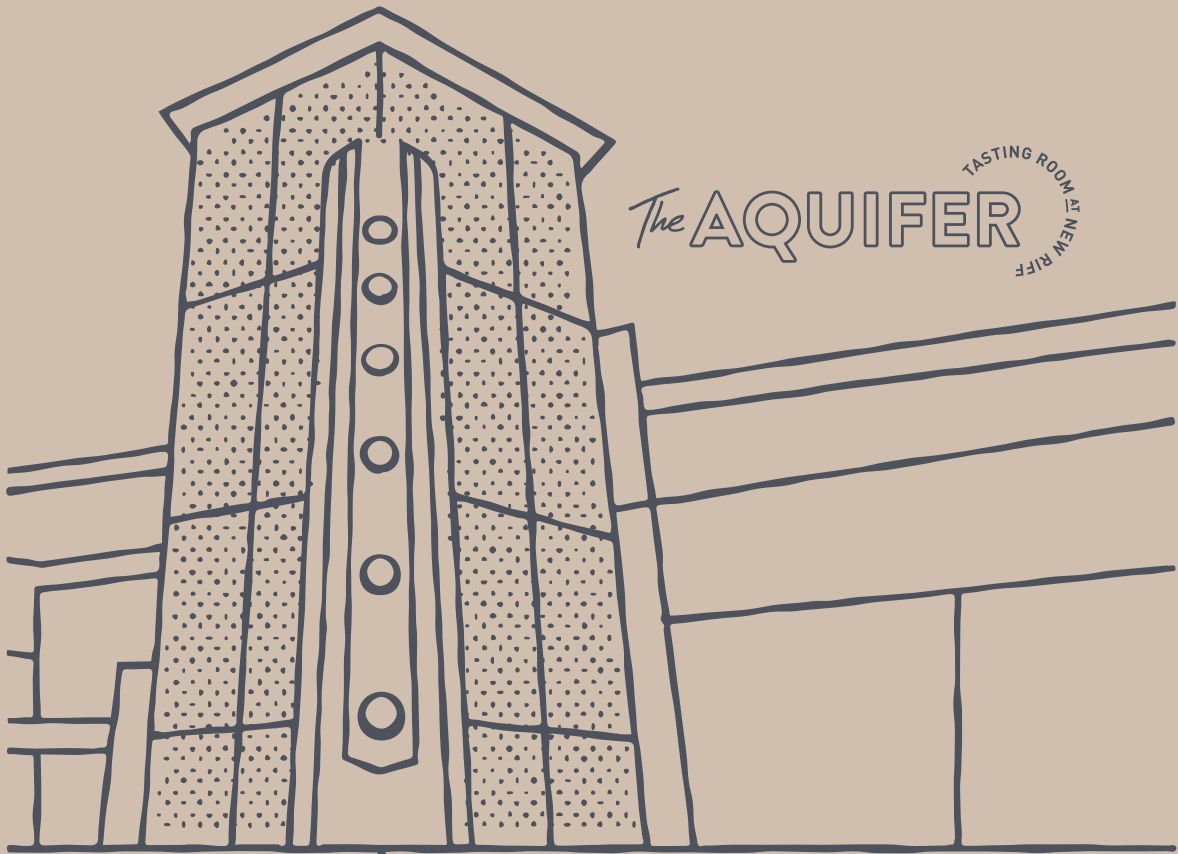
The aquifer water is clean, rich in flavor and very hard, containing four times as much dissolved minerality as the typical tap water. The aquifer is fed primarily by two water sources: [1] Water from the Ohio River, which is filtered through hundreds of feet of alluvial/glacial deposits (including clay, sand, gravel), eventually entering the aquifer. And [2] Groundwater from the valley hills to the south of the river (such as Fort Thomas, Kentucky). These hills are composed of rich limestone deposits (visible along north-bound Interstate 471), the northern terminus of the famed limestone shelf that underpins Kentucky's Bluegrass region.

The high concentration of calcium in the water indicates a nearby source of limestone feeding into the aquifer. According to a 1966 government water report, there is a layer of clay earth that extends under the riverbed, making it “relatively impermeable” to water infiltration from the river. Thus, most of the water in the aquifer comes from the limestone highlands to the south. Hydrological maps and data indicate that this exact spot in Northern Kentucky yields the highest concentration of minerals on the entire course of the river aquifer.

The aquifer water is well suited for making whiskey. First, the well is quite productive, providing 500 gallons per minute. Secondly, the water is consistently cool, measuring 58° F every day of the year. A critical design parameter in a distillery is the temperature of the water supply, as the whiskey making process involves repeated cycles of heating and cooling. Other distilleries, operating on municipal water, must expend large amounts of energy to operate water-cooling equipment. Thus, New Riff can operate every day of the year, not needing to shut down in the summer because a municipal water supply rose in temperature.

A map in the tasting room is of the 1960 groundwater map of Northern Kentucky. It clearly shows the disposition of geology and water sources in the area. New Riff lies in the region of the alluvial aquifer, which itself is influenced by the limestone formations lying immediately.

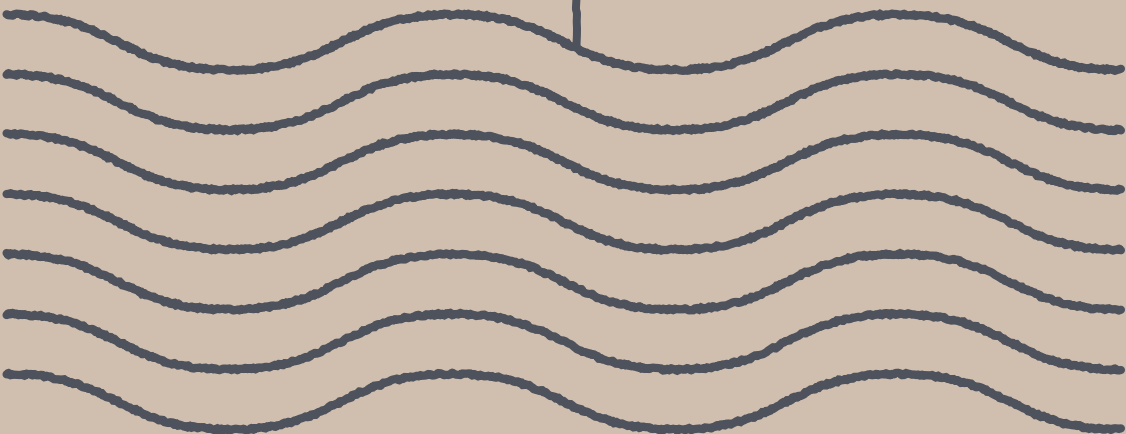




The **AQUIFER** TASTING ROOM AT NEW RIFF

GREAT WHISKEY MAKING WATER

RIGHT UNDER YOUR FEET



The AQUIFER

TASTING ROOM AT NEW RIFF

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