

Laird's Jersey Lightning Debuts

Scobeyville, NJ, October 1, 2014 – Laird & Company, America's oldest licensed distiller and best known for Laird's Applejack, celebrated today the debut of *Laird's Jersey Lightning Apple Brandy*. "This clear apple brandy is the pure expression of our un-aged apple distillate at 50% alcohol by volume. Our initial batch began shipping to our distributors across the country today", said Lisa Laird, Executive VP at Laird & Company.



It was over 250 years ago when William Laird, a county Fyfe Scotsman, moved to Monmouth County in New Jersey, where his descendants continue to produce and import a variety of exceptional spirits and fine wines. Upon his arrival in the New World, William Laird employed his expertise to create Applejack, by using the most abundant natural resource in the area - apples. Although our Apple Brandy has always been aged, some was consumed un-aged and was nicknamed, "Jersey Lightning". Today, we are recreating that historical liquor by introducing – *Laird's Jersey Lightning Apple Brandy*. The initial production run is very limited; less than 500 cases.

"This clear, un-aged apple brandy explodes with the aroma of figs, prunes and cooked apples. It is incredibly soft and full in the mouth, with rich flavors of apples and peaches. It can be consumed neat, or used in cocktails as the main or complimentary ingredient," explained Tom Alberico, VP-Sales and Marketing at Laird & Company.

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Laird's Jersey Lightning Apple Brandy is the first new Laird's branded product to be introduced since Laird's 12 year old Rare Apple Brandy, about two decades ago.

About Laird & Company

Laird & Company, Scobeyville, NJ, America's oldest distiller, produces many products at its New Jersey facility and also imports an impressive range of wines and spirits from around the world. Among the many quality products represented in its portfolio today are Canadian Gold, G & W Bourbon, Five Star Whiskey, Moletto Prosecco, Lazzaroni Amaretto, Le Reviseur Cognac, Pietrafitta Vernaccia, St. VERNY wines from France and Indomita wines from Chile.

For more information about the wines and spirits of Laird & Company's Import Division or the company's other fine products, contact 1-877-GET-LAIRD or visit our website at www.lairdandcompany.com.

Laird Family of Apple Products



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