

FOR IMMEDIATE RELEASE...
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SPIRITS + SPORTS GO HAND-IN-HAND BLUE NOTE BOURBON BARS DEBUT AT LIBERTY BOWL MEMORIAL STADIUM



Blue Note Bourbon Bars have launched at Liberty Bowl Memorial Stadium.

MEMPHIS, TN – Blue Note Bourbon and Memphis Tigers football fans alike can now enjoy the Memphis-made bourbon every game this season and at the 63rd annual AutoZone Liberty Bowl later this year under a new partnership with Liberty Bowl Memorial Stadium. With three, full-service Blue Note Bourbon bars now serving at every game, Blue Note is excited to be onsite to have more opportunities to celebrate its hometown of Memphis with the fans.

Serving the award-winning whiskey neat, on the rocks, or in the brand's signature cocktail the Blue Note Audible – consisting of two parts Blue Note and three parts lemonade, garnished with a lemon slice and ice, fans can find a Blue Note Bourbon Bar in sections 125/124, 116/115 and at the 50 Yard Line Café.

About Blue Note Bourbon: Crafted to honor the Memphis Blues and its influence on music, Blue Note Bourbon is bold yet smoother than smooth. Blue Note Bourbon expressions include **Blue Note Juke Joint**, **Blue Note Uncut**, **Blue Note Crossroads**, **Blue Note Premium Small Batch**, **Blue Note Single Barrel Reserve** and **Blue Note Seventeen**. Follow Blue Note Bourbon on Instagram ([@BlueNoteBourbon](https://www.instagram.com/BlueNoteBourbon)) and Facebook (www.facebook.com/bluenotebourbon). More information can be found at www.bluenotebourbon.com.

Interviews, additional information, and product are available upon request.

About B.R. Distilling Co.: B.R. Distilling Co. is the oldest distillery in Memphis, TN and produces two award-winning, flagship brands, Blue Note Bourbon and Riverset Rye, as well as several private label brands. Blue Note embodies Southern culture, Delta flavor and the spirit of Memphis blues and BBQ. Blue Note Bourbon is bold yet approachable with big notes and a smooth structure. Surprisingly simple like a good hook, emotionally fulfilling like a great song. Blue Note Bourbon and Riverset Rye are currently distributed in Alabama, Arkansas, Colorado, Connecticut, Florida, Georgia, Kansas, Louisiana, Mississippi, Missouri, New Jersey, New York, Oklahoma, Tennessee, and Texas. For more information visit www.brdistilling.com.

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