DISTRIBUTOR PITCH KIT · 2026

RELEASED

The Great Unknown.

Single-barrel American whiskey from the distilleries that quietly make much of what is on the shelf. No producer named. No marketing bill.

A TRUE AMERICAN SPIRITS™ SERIES
VICTORY SPIRITS DEVELOPMENT · ATLANTA, GA



PAY FOR THE EXPERIENCE, NOT THE MARKETING.

01 / ONE BARREL

Every barrel is its own release, bottled at the strength it came out of the wood.

02 / TOP MAKERS

Barrels from the producers behind many of the best-selling brands in America.

03 / NO NAME

The producer is never named. Every other fact is on the label.

02 · WHY IT EXISTS

THE DISTILLERY DOES THE WORK. THE BRAND DOES THE TALKING.

CONTRACT MADE

Many American whiskey brands don't distill what's in their bottles. A handful of large producers distill under contract and sell the barrels to brands.

THE SURPLUS DECADE

Distillers filled record barrels through 2023, more than the market now drinks. Aged barrels are being released below market.

THE OPENING

The same kind of whiskey that fills famous bottles, bottled one barrel at a time, with the savings passed to the drinker.

Contract making is no knock on quality: some of the oldest brands on the shelf were built by rectifiers who bought other distillers' whiskey.

03 · EXHIBIT A

THE NUMBERS BEHIND THE SHELF

250K+

Barrels a year made by one distillery and sold under another's name. Victory Spirits estimate, low end of the industry range.

~90%

Share of US spirits volume made by the 50 largest of more than 5,000 distillery permits (2024).

35K+

Barrels Victory Spirits sold in five years: 15,000+ to major brand owners and 20,000+ to brands that don't distill.

Sources: VinePair (Jan 2026) barrel-market estimate; TTB production statistics, 2024; Victory Spirits sales records. Sales to investors excluded.

04 · HOW A RELEASE IS CODED

A SHIPPING MANIFEST, NOT A STORY

Part	Example	What it tells the buyer
Series code	IN-21	Distilled in Indiana, 21% rye bourbon
Release	Release 01	The RELEASED bottling number
Barrel	Hand-filled	The distillery's own barrel code
Proof	Hand-filled	This barrel's proof, uncut
Bottle	Hand-filled	Bottle number of the barrel's total

Other series codes follow the same pattern: KY-36 (Kentucky high-rye bourbon), OH-95 (Ohio 95% rye), TX-W (Texas wheated bourbon).

05 · THE FIRST SEVEN RELEASES · 70 BARRELS PLANNED

A NEW BARREL EVERY QUARTER

Window	Whiskey	Distilled in	Age	Barrels	Shelf
2027 Q1	High-rye bourbon	Kentucky	3.7 yr	12	$34.99
2027 Q2	Bourbon	Indiana	4.8 yr	12	$29.99
2027 Q2	High-rye bourbon	Indiana	6.8 yr	8	$34.99
2027 Q3	Bourbon	Kentucky	6.0 yr	12	$34.99
2027 Q3	Wheated bourbon	Texas	8+ yr	12	$39.99
2027 Q4	Rye, 95% rye	Ohio	6.1 yr	8	$39.99
2027 Q4	Rye, 95% rye	Ohio	9.2 yr	6	$44.99

Ages today, before bottling. Barrels and quantities subject to change; values as of October 10, 2026. Shelf prices are targets.



06 · THE BOTTLE

OFF THE LOADING DOCK, NOT OUT OF AN AD AGENCY

GLASS

Clear stock 750 ml, plain cork stopper. No embossing.

LABEL

Uncoated kraft paper, charcoal ink, one orange accent.

BY HAND

Barrel code, proof and bottle number filled at bottling.

CASE

Plain brown 6-bottle shipper, stenciled with the series code.

Pre-production render of a proposed label. COLA not yet filed; final label subject to counsel review.

07 · CRACK THE CASE

EVERY BOTTLE OPENS A CASE FILE

01

The barrel file

Every label fact, tasting notes and the fill-to-bottle timeline. Producer redacted.

02

The game

Read the barrel, whiskey trivia and a tasting challenge, all scored.

03

The rank

Recruit, Analyst, Agent, Unknown, against everyone who played the release.

04

The collection

Each release adds a stamp. Stamps unlock harder rounds.

Nobody gets the name. That's the point, and it's why they buy the next one.

Age-gated at 21+. No purchase needed to play, no alcohol prizes. Top ranks earn early notice of the next release.

08 · THE CONSUMER

CARES MORE ABOUT THE GLASS THAN THE NAME ON IT

- Reads back labels before front labels
- Home bartender who wants a real pour at a fair price
- Bourbon club member who loves a blind tasting
- Has paid for a famous label and wondered what was in it

WHAT CONVERTS

Age, proof and facts at a $30 to $45 price

WHAT LOSES THEM

A claim they can't check

09 · WHERE IT SELLS

ACCOUNTS THAT SELL ON FACTS

Account	Why it fits
Independent bottle shops	A $30 to $45 single barrel with a new barrel every quarter keeps the bay fresh
Whiskey bars	Blind Barrel Night: guests guess state, style and age, never the brand
Cocktail bars	A barrel-proof back bar pour at a price that works in a drink
Bourbon clubs and groups	A numbered series to collect, and a case file game to compete on
Chain shelves	Later, once a series is in steady supply; not the launch

10 · LAUNCH SUPPORT · TEASERS FEB 2027 · LAUNCH APR–MAY

SIX CAMPAIGNS BEHIND THE FIRST RUN

THE GREAT UNKNOWN

Redacted case files, one a week, building to release day.

NO AD BUDGET

Price against pedigree: shelf talker and retailer one-sheet.

EXHIBIT A

One sourced fact per post about who really makes whiskey.

CRACK THE CASE

QR game, monthly leaderboard and shareable rank cards.

BLIND BARREL NIGHT

Event kit for bars and shops: table tent, staff card, tally sheet.

TASTE THE BARREL

Shelf talker, case card, neck tag and staff sell sheet.

SINGLE BARREL AT A WORKING PRICE

TARGET SHELF

$29.99–$44.99

Set by age and scarcity: younger bourbons at $29.99 to $34.99, older ryes up to $44.99.

HOW IT SHIPS

Three-tier, through distributors and retailers

Frontline and FOB set in each state's price build

6-bottle cases; allocations set per release

No order takes payment before COLA approval

Shelf prices are targets, not posted prices. Bottle counts are estimates until each barrel is gauged.

"WE CAN'T SAY. HERE'S WHAT WE CAN TELL YOU."

ALWAYS SAY

Where it was distilled, when it was filled, how old, how strong, what wood and how many bottles.

NEVER SAY

A producer or brand name, "same as," "from the makers of," or confirm a customer's guess.

13 · WHAT WE'RE ASKING FOR

ONE SERIES, ONE MARKET, THEN THE CALENDAR

01

A placement conversation

Which of your accounts sell on the back label, not on the brand.

02

A blind tasting

The first release poured blind against what the account sells at the price.

03

A pilot

One series code in one market. If it moves, we build the release calendar together.

RELEASED

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