DISTRIBUTOR PITCH KIT · 2026

VANISHED

A True American Spirit.

A numbered series of true single-barrel American whiskeys that cannot be made again. Releases N° 001 and N° 002: Kentucky Straight Bourbon from the Pleasureville, Kentucky distillery.





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

01 · THE CATEGORY

The single-barrel shelf has a credibility problem

Everything is "rare"

The word has been used until it carries no information. Buyers discount it on sight, and so does a sales force.

Nobody names the source

Sourced whiskey asks for trust it hasn't earned. Staff can't answer the first question a customer asks.

The story fails a phone check

A provenance claim that falls apart in thirty seconds costs the account's confidence, not just the brand's.

Buyers have been trained to disbelieve the category. That is the opening.

02 · THE BRAND

Four house standards, or it isn't a release

Every VANISHED bottle comes from one barrel whose conditions no longer exist, and carries the record that proves it.

01

One barrel

No vatting, no batching, no marrying.

02

A stated reason

A documented reason it can't recur, printed on the neck.

03

The record

Distiller, fill date, mash bill, entry proof and bottle count on the glass.

04

Nothing added

No color, no flavoring. Filtration disclosed either way.

03 · THE PROGRAM

Finite bottles. A shelf position that refreshes.

Every release comes from one barrel and never recurs. The program behind it draws on Victory Spirits Barrel Lab, a live barrel book that already sources, values and holds custody at scale.

500+ ACTIVE LOTS

24 PRODUCERS

Nº 001	Pleasureville, KY · Kentucky Straight Bourbon · 90 proof	Barrel one · aged 5 years · ≈259 bottles
Nº 002	Pleasureville, KY · Kentucky Straight Bourbon · cask strength	Barrel two · hand-numbered · ≈196 bottles
Nº 003	A Sonoma County craft distillery · American Single Malt · 9 years	No longer distilling · turns 9 on Dec 6, 2026
Nº 004	A Sonoma County craft distillery · Straight Rye · 13 years	No longer distilling · turns 13 on Nov 22, 2026

04 · RELEASES Nº 001 AND Nº 002

The Pleasureville distillery

Filled in March 2021 at a distillery in Pleasureville, Kentucky, on land once owned by Squire Boone, brother of Daniel Boone.

The name it was distilled under has since vanished. The stills run on under another flag.

Ground for inclusion: distilled under a name that no longer exists.

The record	
Class / type	Kentucky Straight Bourbon Whiskey
Distiller	A distillery in Pleasureville, Kentucky
Filled	March 2021
Mash bill	75% corn · 21% rye · 4% malted barley
Cooperage	Independent Stave · new American oak · #3 char
Entry proof	120
Aged	Kentucky · palletized at Kentucky Artisan Distillery
Age at bottling	Aged 5 years
Bottled	Autumn 2026 · two single barrels

05 · RELEASES Nº 001 AND Nº 002 · TWO BARRELS

Hand-numbered at cask strength, or at 90 proof



Nº 002 · Cask Strength

Uncut and unfiltered. Proof and bottle number written by hand at bottling.

≈ 196

BOTTLES · COLLECTOR

COLA APPROVED
TTB ID 26298001000025



Nº 001 · 90 Proof

45% ABV. The pour-and-recommend expression for the bar and the shelf.

≈ 259

BOTTLES · VOLUME

COLA APPROVED
TTB ID 26298001000023

Both labels approved by TTB (N° 001 Oct 28, N° 002 Nov 13, 2026). Bottles shown are label renders. Counts are estimates until gauged.

06 · BARREL INTELLIGENCE SCORE

6.5

GOOD · OUT OF 10

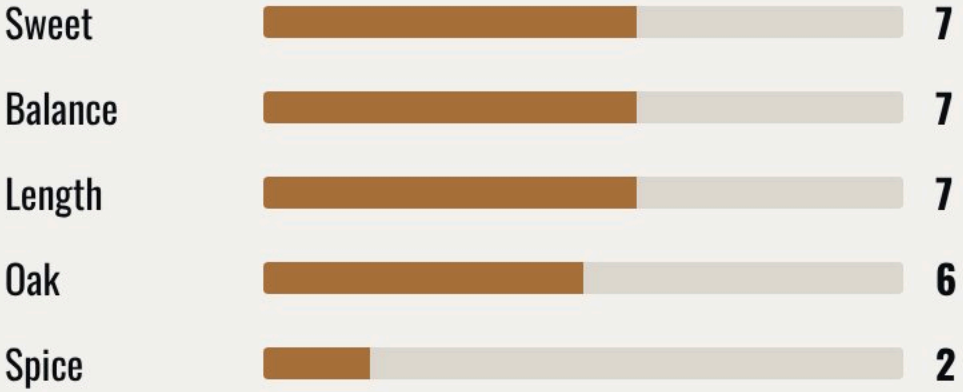
Barrel Lab's composite score for every lot it lists, computed from mash, maker, maturity and market data.



*Barrel value scores the bulk barrel's price against its valuation for barrel buyers. It does not bear on the finished bottle.

07 · FLAVOR PROFILE

Caramel and vanilla up front, oak arriving, rye in the background



Barrel Lab flavor model, scored from mash bill, age and entry proof.

NOSE

Classic vanilla, caramel corn, light oak sweetness

PALATE

Layered caramel, vanilla bean, baking spice, light oak tannin

FINISH

Medium length, oak, caramel, soft vanilla close

Predicted profile from the Barrel Lab model. Tasting notes written from the glass replace it after the sample pull.

08 · THE CONSUMER

Who takes it off the shelf

The enthusiast who has already paid full retail markup for a distillery single barrel, and felt it.

- Reads mash bills before labels
- Knows what a warehouse position does to a barrel
- Has been burned by a sourced bottle at least twice
- Buys on documentation, not on romance

WHAT CONVERTS

The documentation on the glass

WHAT LOSES THEM

One overclaim they can catch

Second buyer: the collector and gift buyer, drawn to a hand-numbered cask-strength bottle with a story they can retell.

09 · ACCOUNT TARGETING

Targeted, not blanketed

Account	Why it fits	Lead with
Whiskey bars with single-barrel or flight programs	The back label is the staff training script; every pour tells the story	90 Proof
Independent bottle shops with allocation lists	Numbered, finite bottles feed the allocation conversation	Cask Strength
Steakhouse and hotel bars with premium back bars	A bottle with a story at a premium pour	90 Proof
Whiskey clubs and private barrel groups	A numbered series to collect, release by release	Both
Not a fit: chain discount shelves and price promotions	The brand depends on restraint and a countable bottle	None

Every release is new news for the account

Numbered, never reissued

Collectors follow the series. A number, once used, is spent.

A shelf position that refreshes

One brand facing, a new barrel behind it. A reason to call every account each release.

A story staff can repeat

The record is on the glass, so the pitch survives a busy Friday and a new bartender.

A franchise, not a gimmick

Closed distilleries, retired recipes, final fills: seven grounds for inclusion keep the series supplied.

11 · POSITIONING

Priced as a premium single barrel

90 PROOF · TARGET SHELF

$49.99

≈ 259 bottles

CASK STRENGTH · TARGET SHELF

$99.99+

≈ 196 bottles, hand-numbered

HOW IT SHIPS

Frontline and FOB set in each state's price build

Both labels approved by TTB: N° 001 Oct 28, N° 002 Nov 13, 2026

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

12 · WHAT WE'RE ASKING FOR

One barrel, one market, then the calendar

01

A placement conversation

Which of your accounts sell single barrels on documentation rather than on discount.

02

A tasting

Release N° 001 poured against what the account sells at the price, once the sample is pulled.

03

A pilot

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

VANISHED

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