

## **There is Gold in Kentucky!**

Pür Class Vodka, a brand of Hendricks Family Distillery LLC, located on the families elk farm outside of Eureka, WI is pleased to announce its winning of two Gold medal awards, Best of Category for Potato Distilled Vodka, and "Best of Class" from the American Distilling 9th annual Craft Spirits competition held this spring.

ADI is the nations oldest and largest organization representing craft distilleries. The 2015 judging was held February 23-25th, in San Francisco with the awards being announced at the ADI Craft Distilling Conference on March 31st, 2015 at the Kentucky International Convention center in Louisville. Pür Class was judged against hundreds of spirits, representing the best craft spirits that the industry has to offer with only 28 Gold Medals awarded this year . The competition is a blind tasting conducted by 20 industry professionals with unparalleled experience.

"We are very honored that the craft spirits industry's top judges have bestowed this honor for Pür Class Vodka, " said Zac Hendricks. "We are very proud of our family story and we are very thankful for our supportive consumers. Our goal is to be the #1 premium Vodka in Wisconsin and the gold medals truly indicate that we are making the best of the best!"

Hendricks Family Distillery LLC was designed and built by the Hendricks Family. Jim & Peggy Hendricks along with sons Zac & Karl own and operate the distillery. In 2011, son Karl called a family meeting and suggested designing and building a distillery. "We knew that he had talked about starting a distillery with his buddies," said Peggy Hendricks. "But he called a family meeting, comes in with graphs and information and we started to think this might be serious!"

The design and building took two years with production starting in spring of 2013. "Our goal is to distill the best quality potato vodka within our means and abilities." said Karl Hendricks, Master Distiller for Hendricks Family Distillery, LLC. "We are constantly trying to improve and with receiving gold, silver and bronze medals in 2014 - our first year in production - we knew we were on our way. The gold medals from 2015 prove that we must be doing things right!"

The family continues to expand Pür Class though out Wisconsin though their distributors General Beverage and Saratoga Liquor. They are also planning on producing other spirits in the near future.