

Welcome to Temple Israel Brotherhood's

LIFT YOUR SPIRITS! "A TASTE OF BOSTON!"

starting Soon!

SPECIAL SOCIAL DISTANCING VERSION



Welcome to our featured guest, Rhonda Kallman, founder and CEO of Boston Harbor Distillery and craft alcohol beverage industry veteran!



LIFT YOUR SPIRITS – GENERAL INFORMATION

Purpose of ‘Lift Your Spirits’

- A social night of education, food, and drink hosted by the Brotherhood.
- Open to the Brotherhood, our Temple members, as well as the community at large.
- Marketed and executed both a ‘fun’-raiser as well as a fundraiser.



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



LIFT YOUR SPIRITS – GENERAL INFORMATION

Keys to achieving success

- Promoted through flyers, mailing to homes, Temple newsletter for two months in advance.
 - Attendance cap (due to food preparation) which creates urgency to sign up in advance.
 - Word of mouth, year over year, drives new people as well as repeat guests to the event.
- Interesting content presented in easy to understand, logical manner which appeals equally to novice as it does expert.
- Speaker makes Judaic connections to the business of distilling and distributing whisky.
- Small committee works with presenter to assist with check-in, raffle, setup, food acquisition, prep and serving via buffet.



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



LIFT YOUR SPIRITS – GENERAL INFORMATION

Outcomes

- Attendance growth from 40 people in year 1 to 106 in years three and four.
- \$3,000 net profit for the Brotherhood at 2019 January event
- A different ‘night out’: education, social, food, drink. The Rabbi and Cantor typically attend.
- Each attendee receives a Glencairn glass at no charge and an opportunity to purchase any of the products presented at a generous discount from a local retailer (Temple member) who forwards a percentage of his proceeds back to the Brotherhood.
- In addition, a raffle and a brief auction is held which offers the guests an opportunity to receive an old or rare whisky.



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



LIFT YOUR SPIRITS – GENERAL INFORMATION

General Lessons Learned

- Able to successfully and safely execute this event after many years of discussion and apprehension.
- Learned how to correctly pace the evening so that the drink and food can be enjoyed at a comfortable rate.
- Strong emphasis on social responsibility.
- Strong commitment for this event across our organization.
- Introduced musical interlude in between speaker presentations and during dinner.
- Fun and social, while generating additional revenue to support other club activities.



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



LIFT YOUR SPIRITS – GENERAL INFORMATION

2020-2021 Changes Done for COVID

- Event held over Zoom and marketed as a “Special Social Distancing Version”
- Special guest speaker, Rhonda Kallman, Founder and CEO of Boston Harbor Distillery, and craft alcohol beverage industry veteran and "Taste of Boston" angle.
- Mandatory advance RSVPs permitted shipping of a Tasting Kit featuring eight 50ml samples of Boston Harbor Distillery's proprietary craft whiskey varieties, rum, gin, liqueurs and distilled beer line up, along with a 375ml bottle of pre-batched cocktail and shot glass.
- Cost: \$50 Per Household (couples could share tasting kits)
- Tasting Kit delivered directly from the distillery
- MUST BE 21+



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



LIFT YOUR SPIRITS – GENERAL INFORMATION

Prior Year Slides



Brotherhood of Temple Israel, Sharon, MA
brotherhood@tisharon.org



6th Annual Temple Israel Brotherhood LIFT YOUR SPIRITS STEAK DINNER & WHISKEY TASTING



WHISK(E)Y

(FERMENTED GRAIN MASH)

IRISH

BOURBON

RYE

SCOTCH

TENNESSEE
WHISKEY

CORN
WHISKEY

CANADIAN
WHISKY

Contains malted
barley. Aged in
oak casks at
least 3 years.
Made in
Scotland.

Charcoal filtered
bourbon. Made
in Tennessee.

At least 80% corn.
Unaged, or aged
a few months.

Contains some
rye. Aged at
least 3 years.

Aged in wood
casks at least
3 years. Made
in Ireland.

Contains at least 51%
corn. Aged in new,
charred oak barrels.
Made mostly
in Kentucky.

Contains 51% rye.
(United States)
Aged in new,
charred oak
barrels.



Water

Water Quality plays a huge part of the Scotch Characteristics



Barley

Barley is the only grain used for Scotch Single Malt Whiskey



Malting

The barley is soaked in water to make the barley release the starches it contains, but not fully germinate.



Malt Kiln

The Drying process that halts germination. Usually done with gas/hot air. Peat smoke is added at this stage.



Mashing

The malted grain is milled to a coarse flour like consistency and mixed with hot water, causing the starch in the grains to convert to sugars.



Washback

Fermentation begins here when the Mash and yeast are added together. About 8-9% ABV



Distillation

Scotch is distilled twice in copper stills. Size and copper interaction play a large part in the whiskey's characteristics. First Distillation (Low Wines) are about 20% ABV Second Distillation (Spirit) is then separated into 3 parts.



Spirit Safe

After separating the Foreshot (undesirable & redistilled) the Middle Cut (desirable, up to 70% ABV) and Feints (too weak & redistilled). The Middle Cut is sent to the Spirit Safe where it is tested with a hydrometer.



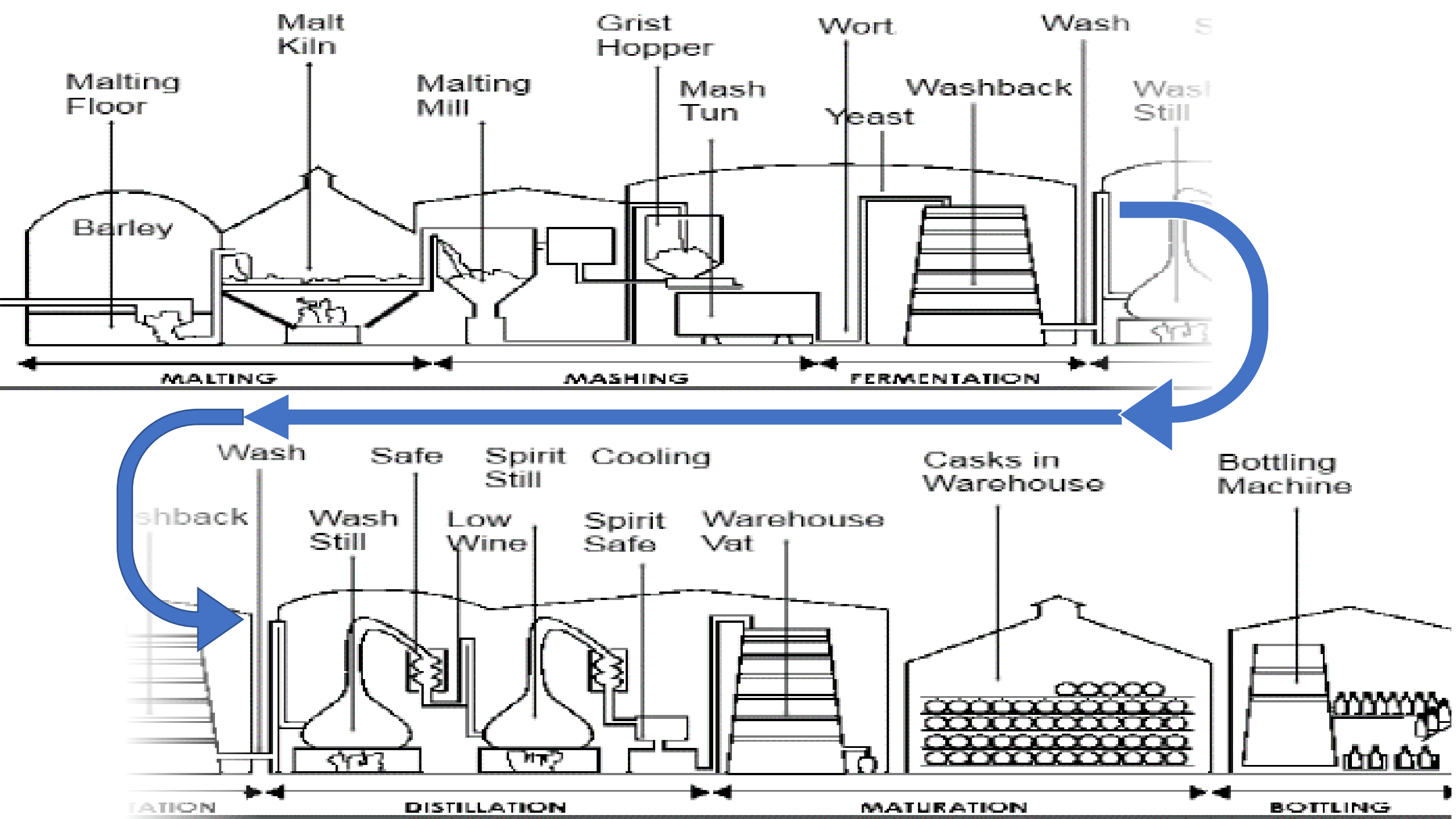
Casking/Maturation

After testing, the Middle Cut is later casked and stored for a minimum of three years. The barrel selection (cask type and size) also contributes to the final characteristics of the spirit.



Bottling

After the final product is approved, it goes to the bottling line where it is bottled, packed, and shipped.



Single Malt • Blended • Scotch • Whisky

- **Single malts:** Product of a **single** distillery; **malted** barley is only grain ingredient. Can be made anywhere in the world. Single malt **scotch** whisky is made only in Scotland. All scotch is whisky; not all whisky is scotch
- **Single malt scotch:** Made with malted barley; aged at least three years in oak casks; bottled at no less than 40% alcohol; 80 proof
- **Age statement:** Number of years whisky has spent in the cask; age on label represents the **youngest** whisky in the bottle
- **Blended scotch whisky:** A combination of 30-40 single malts, blended together with about 60% grain whisky to achieve same taste profile each year
- **90%** of all **scotch whisky** sold is blended

‘Casking’ the Spirit • Bottling the Whisk(e)y...

- Whisky goes into the cask as a **clear spirit**; some call this ‘**white dog**’ or **moonshine**.
- Scotch goes into the cask at **63.5% ABV**.
- In Scotland, **oak casks** used to age whisky previously used for Bourbon in the USA or Sherry wine in Spain.
- Cask is responsible for 60-75% of the whisky’s flavor. It’s where the ‘**magic**’ happens.
- Most single malts are in more than one cask during their aging.
- Single malts will be blended and still classified as single malt as long as casks are from **same distillery**.
- Casks are commonly referred to as ‘**first-fill**’ and ‘**re-fill**’.
- Casks are re-assembled by **coopers** and then scraped and charred prior to each use.
- Whisky stored in casks evaporates (“**angel’s share**”) at about 2% / year. It also loses alcohol over time. Storage conditions will play a role in determining rate.
- Whisky generally gets better with age in the cask but can reach a point where further aging does not enhance the spirit. There are plenty of high quality, young whiskies to enjoy!
- You may hear the words, ‘**non-chill filtered**’ in describing the whisky before it is bottled. Chill filtering prevents the whisky from becoming hazy when in the bottle, when served, when chilled, or when water or ice is added, as well as precluding sedimentation from occurring in the bottles. It works by reducing the temperature sufficiently so that some fatty acids, proteins and esters (created during the distillation process) precipitate out and are caught on the filter. Single malt whiskeys are usually chilled down to 0°C, while the temperature for blended whiskey tends to be lower because they have lower levels of fatty acid.

Bourbon Facts

- U.S. origins for whiskey trace back to 1622
- Bourbon County Kentucky, named in tribute to French assistance during Revolutionary War
- Word 'bourbon' not commonly used until mid-1800's
- Kentucky: 95% of world's supply; climate, limestone water
- At least 51% corn, aged in charred new oak barrels, stored at no more than 125 proof and bottled at no less than 80 proof
- Production has increased 115% in the last 5 years to 1.7M barrels last year.
- Kentucky has 68 distilleries as of 2018 – only had 8 in 2009. 32 counties with at least one distillery.

- Total number of barrels aging in Kentucky: 7.5 million
- Total number of residents in Kentucky: 4.4 million

1st Tasting

SKREWBALL (N') SKROO, BÔL

An individual who strays away from the cliché things in life. One who is not afraid to break away from the crowd and be their own individual. Throughout history, a skrewball has not always fit in within culture. They do not abide to all of societies tight and rigid standards. These individuals have a craving to be different. They strive for independence and are heavily concerned with creating their own path. It's an authentic road. One that makes them, them.



1st Tasting

SKREWBALL
PEANUT BUTTER WHISKEY

WE ARE THE BLACK SHEEP

Born in Ocean Beach, California, Skrewball's story is just as unique as the contents of the bottle. Skrewball started from the passion of a bartender and foodie who owned a local watering hole. His bar and restaurant is known for its band of misfits, black sheep and Skrewballs that have always encouraged the community to join the nightly party—but more importantly, were always there to support the community when anyone needed a helping hand.

When he first combined his favorite classics—peanut butter and whiskey—to create the most delicious shot, many snubbed their nose at this idea. But, it didn't take long before it became their signature shot. He teamed up with his wife to create Skrewball Peanut Butter Whiskey—and to their surprise, ended up creating something even better than the original shot.

#GETSKREWED



2nd Tasting

amc

THE

WALKING DEAD

SPIRITS OF THE APOCALYPSE

THE WALKING DEAD KENTUCKY STRAIGHT BOURBON WHISKEY

Set in an apocalyptic world where the dead feed off the living, society has crumbled to the verge of extinction.

There is no government, no stores, no mail delivery, no cable TV.

But luckily, there is bourbon.



Differences Between Rye and Bourbon

- **Rye grain** known for imparting what many call a spicy or fruity flavor to the whiskey. Bourbon, distilled from at least 51% corn, is noticeably sweeter and tends to be more full-bodied than rye. As bourbon gained popularity beyond the southern United States, bartenders increasingly substituted it for rye in cocktails like whiskey sours, Manhattans, and Old Fashioneds, which were originally made with rye. All other things being equal, the character of the cocktail will be drier with rye.
- **Rye whiskey** that has been aged for at least two years and has not been blended with other spirits may be further designated as "**straight**", as in "**straight rye whiskey**".
- To be designated as "**straight**," whiskies must conform to be distilled at less than 160 proof, stored at less than 125 proof and made from grain. Then they must be stored in the appropriate type of oak containers for a period of two or more years. "Straight whiskey" also includes mixtures of straight whiskies of the same type, but they must be produced in the same state.

3rd Tasting



LAST FEATHER RYE WHISKEY | ORGANIC & KOSHER

- 2x Gold Medal Winner – San Francisco World Spirits Competition
- 91 pts – Jim Murray’s Whiskey Bible 2018
- 5-stars / Highest Recommendation – F. Paul Pacult’s Spirit Journal

BRAND STORY

Our flagship product and one of the few wheat heavy rye whiskies on the market; a beautiful balance of the spice of rye and sweetness of wheat.

One of three rye whiskies produced at Journeyman to have been served a cease & desist for its original name. The name Last Feather was adorned to this whiskey after that unfortunate bout with lawyers as we were left with nothing more than the “Last Feather” of our original name. And of course it stuck! Every bottle now bares a “RR” as a small tip of the cap back to our original name never to be whispered aloud.

PRODUCT INFORMATION

- Single-distillation from 60% organic rye / 40% organic wheat
- 45% abv / 90 proof
- Blended to profile for each batch

TASTING NOTES

Ripe banana on the note, spice and pepper of rye really well balanced with sweetness of wheat, fruit notes, clean and dry, mint notes - easy drinking.

Jewish Whiskey Enthusiasts are Changing How Spirits are Sold

Source: VinePair
Dan Friedman
December 11th, 2019

When Whiskey Was the Backbone of the US Economy

A surplus of U.S. corn crops led to a boom in whiskey sales and consumption-following the Revolutionary War.

Source: <https://www.history.com/>
PATRICK J. KIGER
October 7, 2019

\$16.7 Million Whisky Collection Wins Guinness World Record

Source: <https://www.forbes.com/>
Felipe Schrieberg
November 24, 2019

Celebrities Are Deep Into Liquor, Wine With Their Own Brands

Source: <https://www.nytimes.com/>
By The Associated Press
Nov. 22, 2019

4th Tasting

Proper No. Twelve – Conor McGregor

Conor McGregor, also known as “The Notorious MMA” fighter, has joined up with our supplier Proximo and introduced his new Irish Whiskey; Proper No. Twelve.

He spent a lifetime studying this craft under his late grandfather Christopher “Jakes” Moore and put just over 3 years into the making of the liquid alone according to his recent Facebook post. He wanted to make a Proper Irish Whiskey from a Proper Irish guy. He was born and bred in Dublin Ireland in a suburb of Crumlin, District 12, hence the name Proper No. Twelve.

On Oct 19th, 2018 McGregor visited Boston where Martignetti hosted a luncheon for him at the Lenox Hotel.

Besides being a very famous MMA fighter with a very large following of 29.7M followers on Instagram and 7.48M on Twitter, is also a very generous person. With each case of Proper No. Twelve sold he will donate \$5.00 to the first responders in each district the case sold in. He believes the first responders are our real-life heroes or, as he calls them, Proper Heroes. “They are the unsung heroes who act with courage, the men and women who run into buildings while everyone else is running out”. Even that day in Boston at the Lenox, after signing the truck and taking pictures he requested that our Martignetti truck driver drive him to a firehouse on Boylston Street so he could gift them 10 World Series tickets. And of course, free bottles of Proper No. Twelve.



5th Tasting

Coffee Lovers' Whiskey. Whiskey Lovers' Coffee.

Coffee and Irish whiskey are no strangers, but at Jameson we couldn't help but wonder if there was more to their story. So we found a fresh new angle into a classic partnership with Jameson Cold Brew.

Triple distilled Jameson meets refreshing Fairtrade Arabica - two sources of smooth brought together for roasted coffee richness with hints of toasted oak and dark chocolate. Perfect on ice, in a cocktail and among friends, it's the best of both worlds, bottled.



<https://www.youtube.com/user/ralfystuff>



6th Tasting

Talisker Select Reserve Game of Thrones House Greyjoy

A sea-faring people, House Greyjoy rule over the Iron Islands and worship the Drowned God. The Ironborn live and breathe the sea, making their fortune amidst salt and smoke. With the sweat of their brows and the strength of their backs, the Greyjoys have forged their place amongst the great Houses of Westeros, feeding their people and surviving on the desolate Iron Islands. They pay the Iron Price to succeed. On the shores of one of the most remote and rugged Islands in Scotland, the Isle of Skye, lies Talisker Distillery. Its wave-beaten shores imbue its whisky with Talisker's signature maritime character. An intense, smoky single malt, with spicy and sweet notes, whose maritime edge makes this the perfect whisky to represent House Greyjoy.



7th Tasting

Lagavulin 11-Year Old Nick Offerman Edition Single Malt Scotch Whisky

Lagavulin is one of the most famous Islay Single Malts and the top produced by Diageo. The Lagavulin Distillery was founded by John Johnston and Archibald Campbell in 1816, but records show that illegal distilling had been taking place on the same site as far back as 1742.

It sits on a natural harbor on the south shore of Islay about half-way between Laphroaig and Ardbeg. It's core offering — the sixteen-year-old — won an unprecedented four consecutive double-gold medals followed by three Single Golds at the San Francisco World Spirits Competition.



6th Annual Temple Israel Brotherhood "Lift Your Spirits"—January 25, 2020

Raffle: 1 ticket for \$5 / 3 tickets for \$10!

- 1 Sleeve of 50ml Skrewball Peanut Butter Whiskey Retail Value, \$30.00
- 1 Bottle Johnnie Walker Gold 750ml Retail value, \$59.99

Auction: 'Macallan Rare Cask Batch No. 2, 2019 Release. The second in a series of limited-edition releases by Macallan Retail Value: \$300.00

Purchasing Opportunity: Gary Keimach will collect and deliver your order to you at these special prices:

<u>QTY</u>	<u>DESCRIPTION</u>	
___	SKREWBALL PEANUT BUTTER WHISKEY	\$ 25.99
___	WALKING DEAD BOURBON	\$ 36.49
___	JOURNEYMAN LAST FEATHER RYE	\$ 39.99
___	PROPER #12	\$ 26.99
___	JAMESON COLD BREW (when available)	\$ 29.99
___	GAME OF THRONES TALISKER	\$ 49.99
___	LAGAVULIN 11 YR 'OFFERMAN'	\$ 82.99

NAME: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____



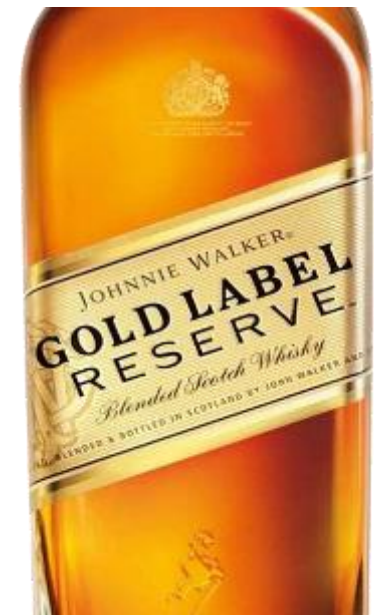
TONIGHT'S RAFFLE

1 ticket for \$5 / *3 tickets for \$10!*

SKREWBALL Peanut Butter Whiskey
Sleeve (12) – 50ml Retail Value \$30.00



Johnnie Walker Gold
Bottle – 750ml Retail value \$59.99



AUCTION!

MACALLAN RARE CASK BATCH NO. 2 • 2019 RELEASE

Rare Cask combines knowledge, skill, passion, commitment and creativity to create a remarkable whisky worthy of its name. Hand-picked by our whisky making team, the combination of sherry seasoned American and European oak casks - a high proportion of them first fill - deliver an exquisite and unmistakably woody whisky with a rich hue.

Incomparable access to the most extensive range of cooperages in Spain gives us some of the finest and scarcest casks to choose from to create Rare Cask, which results in a diversity in the finished whisky unlike other Macallan expression. It is the role of the whisky making team to get to know each and every cask in detail, from how it interacts with the spirit to the spectrum of colours it imparts. This relationship between cask and craftsman, spirit and skill, ultimately give us Rare Cask.

Each limited release batch represents the volume of only 50 oak sherry butts.

COLOR: Ruby Red

NOSE: Soft notes of opulent vanilla and raisin give way to a sweet ensemble of apple, lemon, and orange. All balanced by a spicy quartet of root ginger, cinnamon, nutmeg and clove.

PALATE: This spicy quartet are unwavering. Oak resonates, timeless, polished and rich. Vanilla and chocolate lead the finale along with a light citrus zest.

FINISH: Warming and woody.



6th Annual Temple Israel Brotherhood LIFT YOUR SPIRITS STEAK DINNER & WHISKEY TASTING

