



# ALLEY 6

CRAFT DISTILLERY

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**DISCOVER FAMILY-OWNED, IN-HOUSE DISTILLED EXCELLENCE  
PROUDLY INDEPENDENT, HAND-CRAFTED SPIRITS DONE RIGHT!**

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# ALLEY 6 CRAFT DISTILLERY COMPANY OVERVIEW

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**Introduction:** Welcome to Alley 6 Craft Distillery, where we take the art of craft spirits to a whole new level. Established in 2012 by Krystle and Jason Jorgensen, we are a small independent family-owned distillery located in the heart of Sonoma County, Healdsburg, CA. With our unwavering passion and commitment to quality, we have carved a niche for ourselves in the ever-evolving world of premium spirits.

**Our Story:** Our journey began with a shared love for the craft and a desire to create spirits that are truly exceptional. Inspired by our adventures in the beer and wine industry, we set our sights on crafting world-class whiskeys and other spirits that would captivate the senses. After immersing ourselves in tastings, distillery tours, and even embarking on a life-changing trip to Scotland, Alley 6 Craft Distillery was born.

**Craftsmanship and Dedication:** At Alley 6, we believe that every step of the production process matters. From mashing, fermenting, distilling, barreling, and bottling, we meticulously oversee every aspect to ensure the highest quality spirits. Our production is conducted on-site at our distillery in Healdsburg, Sonoma County, California, allowing us to maintain complete control over the process and infuse our spirits with a unique character.

**Unique Flavor Profiles:** At Alley 6, we're not content with simply following the crowd. We're passionate about creating spirits that push boundaries and challenge the status quo. By experimenting with different techniques and carefully selecting quality ingredients, we have developed a range of spirits with unique flavor profiles that captivate the palate and leave a lasting impression.

# ALLEY 6 TEAM MEMBERS

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## Jason Jorgensen



Distiller | Co-Founder

- Background in Hospitality & Spirits
- Oversees
  - Production & Facilities
  - Spirit Portfolio
  - Distillery Operations
  - Tax Reporting
  - Formula Submittals
  - Tasting Room
  - Industry Events

## Krystle Jorgensen



Creative Director | Co-Founder

- Background in Design & Marketing
- Oversees
  - Marketing & Social Media
  - Business Development
  - Events & Outreach
  - Club Management
  - Label Design & Submittals
  - Facility Design & Licensing
  - Shipments & Distribution

# ALLEY 6 SPIRIT PORTFOLIO

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# ALLEY 6 SINGLE MALT WHISKEY

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## Specs

**Alcohol by Volume (ABV):** 43% | **Proof:** 86  
**Mash Composition:** 100% Aromatic Malted Barley  
**Aging:** Minimum of 2 years  
**Barrel Type:** American White Oak  
**Bottle Size:** 750ml | **Retail Price:** \$60  
**UPC:** 700118780206 | **Case Size:** 6-Bottle Case



## Description

Alley 6 Single Malt Whiskey is a small-batch, twice-distilled whiskey that delivers a delightful tasting experience, highlighting its smoothness and distinct character. On the palate, the whiskey unveils its remarkable smoothness and velvety texture. The flavors meld together seamlessly, creating a harmonious balance of luscious caramel, sweet honey, and the comforting essence of toasted grains. The finish is both satisfying and lingering, leaving a gentle warmth and a subtle touch of sweetness that invites another sip. Alley 6 Single Malt Whiskey is a connoisseur's delight, crafted to be savored and enjoyed neat.

## Awards

**Gold** Los Angeles Invitational Wine & Spirits Challenge 2022  
**Gold** California Craft Spirits Competition 2020  
**Gold** US Open Whiskey Championship 2020  
**Gold** American Distilling Institute 2018  
**Gold** 50 Best American Single Malt 2018  
**Gold** California Craft Spirits Competition 2018  
**Gold** Craft Distillers Spirits Competition 2017



# ALLEY 6 RYE WHISKEY

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## Specs

**Alcohol by Volume (ABV):** 43% | **Proof:** 86  
**Mash Composition:** 78% Rye, 22% Carmel Aromatic Malted Barley  
**Aging:** Minimum of 2 years  
**Barrel Type:** American White Oak  
**Bottle Size:** 750ml | **Retail Price:** \$50  
**UPC:** 645871922404 | **Case Size:** 6-Bottle Case

## Description

Alley 6 Rye Whiskey is a small-batch, twice-distilled rye whiskey with a rich amber color. It offers a nose of spicy rye grains complemented by the sweet, caramelized notes of aromatic malted barley, with hints of oak and vanilla. On the palate, it presents a well-balanced combination of robust rye spice, smooth texture, warm baking spices, and a touch of caramelized sweetness from the aromatic malted barley. The finish is long and satisfying, with a pleasant spiciness, oak influence, subtle char, and a hint of vanilla.

## Awards

- Gold 92 Points Bartender Spirit Awards 2023
- Gold Los Angeles Invitational Wine & Spirits Challenge 2022
- Best of Sunset International Spirits Awards 2021
- Gold California Craft Spirits Competition, 2020
- Gold Best in Show, Best of Class, Best of Division, Distilled Spirits and Cocktail Competition 2018
- Gold California Craft Spirits Competition 2018
- Gold Craft Distillers Spirits Competition 2017



# ALLEY 6 BARREL GIN

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## Specs

**Alcohol by Volume (ABV):** 40% | **Proof:** 80

**Base:** Wine Distillate

**Botanicals:** Locally Harvested California Bay Laurel, Wild Fennel, Juniper Berries, and an array of Delicious Botanicals

**Aging:** Less than 1 Year

**Barrel Type:** French Oak

**Bottle Size:** 750ml | **Retail Price:** \$45

**UPC:** 753359387093 | **Case Size:** 6-Bottle Case



## Description

Alley 6 Barrel Gin is an exceptional and distinctive gin, breaking away from the conventional norms. It is crafted with a base of floral aromatic wine distilled from local wineries using traditional techniques in 250-gallon direct-fire, copper alembic pot stills, preserving the wine's unique character. Following this meticulous distillation, the gin undergoes a finishing process with a combination of unique botanicals. Locally harvested California bay laurel and wild fennel are combined with juniper berries and an array of delicious botanicals, creating a harmonious and enticing flavor profile. Maturing gracefully in oak imparts a softened and sophisticated dimension to the spirit, enhancing the floral and complex character. The result is an alluring gin that entices the most discerning palates with its refined and captivating taste.

## Awards

Gold Los Angeles Invitational Wine & Spirits Challenge 2022



# ALLEY 6 HARVEST GIN

CRAFT DISTILLERY



## Specs

**Alcohol by Volume (ABV):** 40% | **Proof:** 80

**Base:** Wine Distillate

**Botanicals:** Locally Harvested California Bay Laurel, Wild Fennel, Juniper Berries, and an array of Delicious Botanicals

**Bottle Size:** 750ml | **Retail Price:** \$40

**UPC:** 753359387017 | **Case Size:** 6-Bottle Case



## Description

Alley 6 Harvest Gin is a truly distinctive and unique gin, setting itself apart from the traditional offerings. The gin begins its journey with the distillation of aromatic white wine sourced from local wineries. The use of traditional techniques in 250-gallon direct-fire, copper alembic pot stills ensures the preservation of the wine's unique and delicate aromatics. To achieve its exceptional flavor profile, the gin is finished with a combination of unique botanicals. This elegant gin showcases a captivating floral bouquet alongside locally harvested California bay laurel and wild fennel, harmonizing with juniper berries and delightful botanicals. This complex and inviting spirit delights discerning palates, capturing the essence of harvest time in every sip.

## Awards

- Gold 90 Points** Bartender Spirit Awards 2023
- Silver** California Craft Spirits Competition 2020
- Silver** American Distilling Institute 2018
- Silver** California Craft Spirits Competition 2017





# ALLEY 6 CRAFT DISTILLERY

## SPICED PEACH LIQUEUR

### Specs

**Alcohol by Volume (ABV):** 40% | **Proof:** 80  
**Base:** Peach Distillate  
**Aging:** Less than 1 Year  
**Barrel Type:** French Oak  
**Bottle Size:** 750ml | **Retail Price:** \$50  
**UPC:** 664979362202 | **Case Size:** 6-Bottle Case



### Description

Experience the essence of a full summer with Alley 6 Spiced Peach Liqueur, a labor of love crafted from fallen peaches harvested gathered several times a week from June to August at Dry Creek Peach orchard. These sun-kissed peaches undergo meticulous hand-pitting, pureeing, and fermentation at our distillery. Twice distilled in our copper alembic pot stills and infused with an array of baking spices, then rested in French oak barrels, the result is a bouquet that warmly envelops you with the irresistible fragrance of ripe peaches - a delightful reminder of carefree summer afternoons and a sense of freedom. The taste is an indulgent treat, akin to savoring a freshly baked peach pie, with comforting spice notes that bring warmth and depth to the palate.

Alley 6 Spiced Peach Liqueur is a celebration of the season's bounty and the artistry in each step of its creation. Versatile and inviting, it can be enjoyed all year long - evoking the refreshing joy of summer or the comforting spices of fall and winter. Let the taste of Alley 6 Spiced Peach Liqueur transport you to blissful moments, no matter the season.



# ALLEY 6 COFFEE LIQUEUR

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## Specs

**Alcohol by Volume (ABV):** 30% | **Proof:** 60  
**Base:** White Wine Distillate  
**Aging:** Less than 1 Year  
**Barrel Type:** X Rye American White Oak  
**Bottle Size:** 750ml | **Retail Price:** \$50  
**UPC:** 785571220650 | **Case Size:** 6-Bottle Case



## Description

Experience the ultimate fusion of coffee and spirits with Alley 6 Craft Distillery's Cold Brew Coffee Liqueur. Made in collaboration with **Wolf Coffee**, a local beloved favorite in Sonoma County since 1990, this liqueur features Wolf Coffee's signature Organic Mocha Java blend extracted through a slow and steady cold brew process. This carefully crafted blend is then combined with our grape-based distillate, a touch of sugar, and then rested on rye whiskey barrels, resulting in a 60-proof (30% ABV) liqueur with a smooth and rich flavor profile.

## Tasting Notes

**Aroma:** Bold coffee aroma with hints of caramel and whiskey  
**Flavor:** Intense coffee flavor with sweet caramel notes, balanced by smooth whiskey undertones  
**Body:** Medium-bodied with a creamy texture  
**Finish:** Long and smooth finish with a gentle whiskey warmth  
Overall, Alley 6 Coffee Liqueur is a perfect blend of bold coffee and smooth spirits, offering a unique and satisfying taste experience in every sip.





# ALLEY 6 CRAFT DISTILLERY

## CANDY CAP BITTERS

### Specs

**Alcohol by Volume (ABV):** 43% | **Proof:** 86  
**Base:** Alley 6 Rye Distillate & Candy Cap Mushrooms  
**Aging:** Less than 1 Year  
**Barrel Type:** American White Oak  
**Bottle Size:** 4 oz | **Retail Price:** \$20  
**UPC:** 700118780206 | **Case Size:** 12-Bottle Case



### Description

Experience the captivating world of flavor with Alley 6 86'd Candy Cap Bitters, a distinctive concoction paying homage to the cherished craft of cocktail creation. Hand-forged from the bountiful Sonoma Coast, the Candy Cap mushrooms meld seamlessly with a melody of winter baking spices, infused into our base whiskey spirit, and aged to perfection in oak barrels. This meticulous process gives rise to a delightful maple aroma, inviting you to savor a realm of rich and captivating tastes.

Jason Jorgensen, our head distiller, and co-founder, crafted these bitters as a heartfelt tribute to the timeless artistry of spirits. Despite being "86'd" from the bar industry due to archaic distillery laws, Jason's dedication shines through in every drop, as these bitters embody the very soul of Alley 6.

### Awards

**Gold 91 Points** Bartender Spirit Awards 2023  
**Double Gold** Los Angeles Invitational Wine & Spirits Challenge 2022



# ALLEY 6 PRODUCTION

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We take pride in our small-batch production approach, which allows us to focus on quality over quantity. We employ traditional distilling techniques to create premium spirits. Two impressive 250-gallon Alembic Copper pot stills tirelessly churn away, crafting the complex spirits that have become our hallmark. It's a labor of love that takes place entirely at our distillery in Healdsburg, Sonoma County, California. From mashing, fermenting, distilling, barreling, and bottling—every step happens under our watchful eyes. We are passionate about using quality ingredients, and it's a hands-on journey that allows us to pour our passion into every bottle, resulting in spirits with unique flavor profiles.

We're proud to be a Certified Craft Distillery (DSP-CA-20064). That means we meet all the requirements of being an independently-owned distillery, with a maximum annual sales limit of 52,000 cases. It's just a fancy way of saying we're doing things right, and our spirits are the real deal!



**ALLEY 6** CRAFT DISTILLERY IN THE PRESS

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