



Greetings all,

Today, we toast to our fans in Minnesota. Every drop of 2 GINGERS you've tipped, shared, or spilled into your coffee by accident has added up to this amazing opportunity. Beam Inc. has acquired the 2 GINGERS Irish Whiskey brand, just eleven months after our industry-wide launch on January 23, 2012. This partnership will allow 2 GINGERS to expand to states outside of Minnesota; the plan is to launch 2 GINGERS in Wisconsin, Nebraska, Illinois, the Dakotas, and Iowa beginning January 2013.

One of the best parts of the news is the idea of merging with 250 years of Irish history, as Kilbeggan (formerly called Cooley) is the oldest licensed distillery in Ireland, founded in 1757. Another satisfying connection is that Kilbeggan is the only American-owned Irish distillery; none are Irish-owned.

From Northeast Minneapolis, Kieran will lead the charge for the Kilbeggan brands in the U.S., which include 2 GINGERS, Connemara, Greenore, Tyrconnel, and the distillery's flagship brand, Kilbeggan.

Again, we appreciate you for enjoying us and owe you BIG...

Sincere thanks and many smiles,
Kieran, Lisa, Jane, Jeni, Carrie, Liz H, Liz B, Liam, and Seamus.