

**SYNERGY**  
PRODUCTIONS

**10TH ANNUAL**

**WHISKEY**

**IN THE**

**WINTER**

**ST. LOUIS WHISKEY FESTIVAL**

**DECEMBER 9, 2023**

**HYATT REGENCY ST. LOUIS AT THE ARCH**

**2023 RECAP**



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10TH ANNUAL

# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## OVERVIEW

The tenth annual **Whiskey In The Winter** festival took place on **December 9, 2023** at the **Hyatt Regency St. Louis At The Arch** hotel in downtown St. Louis. The event featured **400+ whiskies** from around the world along with great whiskey cocktails mixed by well-known mixologists, whiskey inspired food stations, educational seminars from whiskey industry experts, live music, and much more. Whiskey In The Winter was a tremendous success with **1,700+ attendees**, significant media coverage, and very favorable consumer reviews.

**THE 11TH ANNUAL WHISKEY IN THE WINTER WILL BE HELD ON SATURDAY, DECEMBER 7, 2024**

**“Every supplier that I talked to commented on the size of the crowd and the interest level/knowledge of the attendees. Several of them stated that Whiskey in the Winter is the best alcoholic beverage, consumer event in the state of Missouri.”**

– Distributor

**“I have done plenty of these events but this was by far the BEST. Looking forward to next year.”**

– Supplier

**“If you live in the Greater St. Louis area, like good whiskey, delicious food, a great crowd, and a well organized event at a top notch hotel, this is the event to attend. I’ve gone three years in a row, since it’s inception, and it gets better every year!”**

– Consumer

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## PHOTOS



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DECEMBER 9, 2023



## PHOTOS



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# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## EVENT RECAP VIDEO



## SAMPLE TV COVERAGE

[Click Here to Watch Fox 2 TV Coverage](#)

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## SAMPLE RADIO COVERAGE

[Click Here to Listen to Past Radio Coverage - ONSTL Radio Coverage](#)

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10TH ANNUAL

# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### 2023 EVENT SPONSORS AND PARTNERS



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# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## EVENT SPEAKERS

### George Dickel Historical Journey and Future Thinking

**Adrienne Feinberg, Regional Brand Ambassador, Breakout Growth Brands**

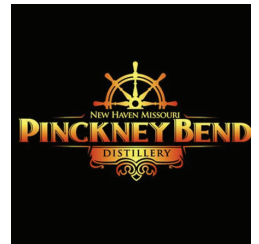
Explore George Dickel whiskies and unearth the rare character we put into every bottle. Brand Educator, Adrienne Feinberg, will immerse you in the iconic history of the brand, Nicole Austin's reign as Master Distiller, and how we are moving forward in an ever changing world.



### Barreling Beyond

**Keith Meyer and Tom Anderson, Head Gin Distiller and Master Distiller, Pinckney Bend Distillery**

Many are familiar with what American White Oak does with whiskey, but when you own a distillery in the middle of wine country you learn to push the limits. Learn and taste your way through the art of secondary aging and how different spirits and bases interact. This seminar will include samplings of barrel strength products.



### Bourbon & Boards – St. Louis Style

**Kristie Duve, Event Manager & Brand Ambassador, Rabbit Hole**

This tasting will be a delectable journey through Rabbit Hole's one-of-a-kind bourbon & rye whiskeys amongst local charcuterie of St. Louis. We're bringing in the local experts to show you how to perfectly pair your favorite bites with bourbon in this sensory workshop.



### Makers Mark: Innovation with a Purpose

**Blake Layfield, Head of Innovation, Blending and Quality, Makers Mark Distillery**

Maker's Mark innovation integration. Discussing how the Makers Mark single barrel program initiated the innovation program and the incorporation of wood science through local company ISC.



### Irish Whiskey: Past, Present, and Future

**Gareth Jordan, National Brand Ambassador, Teeling Irish Whiskey**

Teeling Irish Whiskey: Past, Present, and Future. A journey of Teeling Irish Whiskey inspired by both traditional and unconventional techniques in distillation and maturation. Enjoy the creation of small batch bottlings never tasted before. True Irish Whiskey located in the heart of Dublin.



### The Pot Still: Old Methods that Create Better Whiskey

**Royce Neeley, Master Distiller, Hidden Barn Whiskey**

The world's youngest distillery owner and master distiller of Neeley Family Distillery, Royce Neeley delves into the ins and outs of what makes pot stills the premier tool for flavor production in Kentucky whiskey.





# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## EVENT SPEAKERS

### **Aberfeldy: Discover the Golden Dram from the Highlands of Scotland**

Scott Jenkins, Single Malt Ambassador

Aberfeldy is rooted in craftsmanship and inspired by tradition while pushing the boundaries of Scotch Whisky forward. Come discover why we “spare no expense” in our mission to keep crafting our gold standard Highland Single Malt.



### **Rectify My Love - A Story of American Whiskey**

Ryan Maybee, Co-Founder & Managing Director, J. Rieger & Co. ; President- Missouri Craft Distillers Guild

A journey through the history of American Rectified Whiskey, exploring the methods (both the good and the bad), how it all led to the Bottled in Bond Act of 1897 and its vanishing during the Prohibition Era. This discussion and archaeological narrative covers brands and names of some of the most influential pioneers in the world of Bourbon and American Whiskey, while also introducing new, recently uncovered information and aspects of this historic whiskey making process. The seminar includes a tasting of Rieger’s award-winning flagship whiskey, Kansas City Whiskey and the limited Monogram Solera Reserve whiskey, including individual components that are the foundational blocks of the whiskeys themselves. Ryan has delivered this presentation dozens of times, including at some of the largest spirits and cocktail conferences in the world, including Tales of the Cocktail.





# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



**Q&A**

Whiskey fans are warming up to third annual fest

For the third go-round of Whiskey in the Winter, the offerings are more plentiful than ever, says Jennifer Milward, project manager for Synergy, which produces the event.

**What is Whiskey in the Winter all about?** It's a massive St. Louis whiskey festival. We have 328 whiskeys, to be exact. Along with the grand tasting, we have other cool elements like educational seminars with a lot of pretty impressive people coming to speak, like Jim Beam's grandson, Fred Noe. There'll be food stations and whiskey cocktail bars. **To what do you attribute the event's growth?** Whiskey is a very trendy spirit right now. People want to be on the whiskey bandwagon. **What makes whiskey so great in the winter?** It warms your body up. That's why it's known as a wintery drink. **Have there been any challenges involved in putting on a whiskey event in a beer town?** We find that people that are buying these tickets aren't all necessarily from St. Louis. They're coming from all over the place.

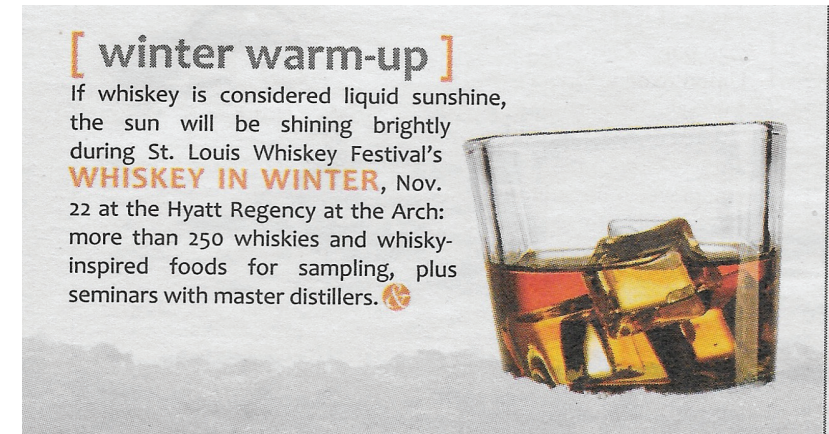
BY KEVIN C. JOHNSON

**WHAT** Whiskey in the Winter • **WHEN** 6-9:30 p.m. Saturday • **WHERE** Hyatt Regency St. Louis, 315 Chestnut Street • **HOW MUCH** \$95 general admission, \$125 VIP, \$35 designated driver • **MORE INFO** whiskeyinthewinter.com

## SAMPLE EVENT PRINT COVERAGE



R 3, 2014 RIVERFRONT TIMES 25



Riverfront Times

Town & Style

Go!



# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### SAMPLE EVENT PRINT COVERAGE



Jacob Stanley, Piper and James Hutson



Brittany and Brian Kolmer



Nicolai, Byron, and Corey Hooppaw



Anthony Haddad, Dr. Joel Simmons



Dan Hoff, Glenn, Bob, and Al Wideman



Ben Stanfield, Naomi Roquet



Andrew Altman, Zach Borowiak



Josh and Jason Schipkowski



Russ and Heidi Greene



Janet Polsgrove, Scott Bedell, Patricia Abernathy



Adam Molitor, Colin Zertan



Jennifer Roedell, Matt Wolfe

### Glitterati

PEOPLE  
PLACES  
PARTIES  
BENEFITS



WHISKEY IN  
THE WINTER  
NOVEMBER 23

More than a thousand guests sampled whiskeys, bourbons, and Scotches from around the world at the second annual Whiskey in the Winter festival. The event, held at the Hyatt Regency St. Louis at The Arch, also included food stations, cocktails, and seminars.

PHOTOGRAPHY BY  
KELLIE SPANO

VISIT  
STLMAG.COM  
TO SEE MORE  
PARTY  
PHOTOS.



# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023

## SAMPLE EVENT PRINT COVERAGE

**CLUB NOTES**

**HYATT REGENCY ST. LOUIS AT THE ARCH**

• **Whiskey in the Winter**, a whiskey festival, is set for 6 p.m.-9:30 p.m. Dec. 1 at the Hyatt Regency St. Louis at the Arch (315 Chestnut St.). More than 150 whiskeys will be featured for tasting. There also will be six educational seminars

conducted by industry experts, a selection of rare "golden ticket" whiskeys, whiskey-inspired food stations by the Hyatt Regency chefs and cocktails created by local mixologists from BC's Kitchen, Blood & Sand, Mike Shannon's Steaks and Seafood, Ruth's Chris Steak House, Salt and Sanctuaria.

whiskeyinthewinter.com

**LOLA**

• **Brown Sugar** (Fall in Love) is at 10 p.m. Friday at Lola (500 N. 14th St.). The event features music "that will have you reminiscing (no pun) over yesterday, celebrating today and smiling tomorrow," courtesy of the Vaporz (DJ Reminise and Shadzilla).

• **King Britt** returns to Lola at 10 p.m. Dec. 1. \$10.

• **"Lovers Rock"** with DJ couple **Stan Da Man** and **Sinamin**, perform

GO! Magazine

**QUICK BITES**

presented by **sauce**



**[ bottoms up ]**  
**WHISKEY IN THE WINTER**, a St. Louis whiskey festival, takes place Dec. 1 at the Hyatt Regency downtown. The event features unlimited whiskey tastings, more than 100 whiskeys from around the world, educational seminars, whiskey-inspired food and whiskey cocktails created by local mixologists. Details at whiskeyinthewinter.com.

Town & Style

**SCENE**

VIP

**Whiskey in the Winter**

December 1, Hyatt Regency St. Louis at The Arch

Whiskey-lovers celebrated the spirit of the season at the first annual Whiskey in the Winter event. Guests tasted over 175 whiskeys, from Irish to Tennessee to Japanese, and sampled from an abundance of whiskey-inspired food stations and creative whiskey cocktails. Experts from Jack Daniel's, Wild Turkey, Maker's Mark and Johnnie Walker were on hand to educate attendees about the production of their top-notch spirits.

1 Erica Reese & JD Hudson 2 Andrew and Carissa Altman, Bryan McKinney & Jordan Mandel 3 Sierra Cook & Brad Dyar 4 Bobby Bailey & Freida Jones 5 Darla Littlefield, Colin Balas & Carla Jackson



PHOTOS BY MATT KILE/ALIVE SCENE TEAM. FOR MORE PHOTOS, LOG ON TO ALIVEMAG.COM/PHOTOS.

ALIVE Magazine



# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## SAMPLE EVENT PRINT COVERAGE

f WhiskeyInTheWinter @WhiskeySTL  
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**WHISKEY IN THE WINTER**  
 ST. LOUIS WHISKEY FESTIVAL  
 NOVEMBER 23, 2013  
 SPONSORED BY  
 Crown Royal JACK DANIEL'S J.P. WISER'S RYE JIM BEAM WILD TURKEY Spirited & St. Louis DISTILLERS

---

**200+ WHISKIES. 1 MEMORABLE NIGHT.**

Whiskey In The Winter is a whiskey festival that will take place on November 23, 2013 from 6:00-9:30pm at the Hyatt hotel in downtown St. Louis. Whiskey In The Winter will feature over 200 whiskeys from around the world along with great whiskey cocktails, whiskey-inspired food stations, and educational seminars from whiskey industry experts.

---

**THE EVENING WILL FEATURE:**

- UNLIMITED TASTINGS OF A VARIETY OF WHISKIES
- EDUCATIONAL SEMINARS
- WHISKEY-PAIRED FOOD STATIONS
- WHISKEY COCKTAIL BARS FEATURING SIGNATURE WHISKEY COCKTAILS

FOR MORE INFORMATION & TO PURCHASE TICKETS, VISIT  
**WWW.WHISKEYINTHEWINTER.COM**

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StLouis MEDIA sauce RFT RANDALL'S HYATT REGENCY BOURBON&BANTER

riverfronttimes.com OCTOBER 24-30, 2013 RIVERFRONT TIMES 5

RFT

spicybits

The Cup has announced a new cupcake creation, HOPE. The confection features sweet strawberry and vanilla cake marbled together and topped with vanilla buttercream and pink sprinkles. For every HOPE cupcake sold, 50 cents will go to Gateway To Hope in St. Louis, and Anderson Hospital in Edwardsville, Ill. Also on the topic of philanthropy, Art House Coffee is now available at Tiffany's Original Diner at 7402 Manchester Road in Maplewood, with a portion of sales donated to the Turner Center For The Arts. And St. Louis-based winemaker Nicholson Jones/Cellar Arts Winery is donating a portion of each bottle sold through the end of the year to the Humane Society of Missouri.

The ACF Culinary Team USA had a great showing at the 23rd Annual International Culinary Exhibition, aka the 'Culinary Olympics,' held in Erfurt, Germany, last month. The team—which finished in the top 10 with a medal count of two gold and five silver—boasted two local culinary pros, **BEN GRUPE**, sous chef at Old Warson Country Club, and **KEVIN STORM**, executive chef at Bellerive Country Club.

Whiskey In The Winter will be held on Saturday, Dec. 1, from 6:30 to 9:30 p.m. at the Hyatt Regency At The Arch. This 'spirited' celebration will be highlighted by a grand tasting featuring more than 150 whiskeys, including expressions of Scotch, bourbon, Irish, Tennessee, Canadian, Missouri and Japanese whiskeys. There also will be seminars by industry experts, food stations, plus whiskey cocktails from a variety of local mixologists. Tickets are available at whiskeyinthewinter.com.

A big congratulations to the folks at Mount Pleasant Estates in Augusta, Mo. Ten of their




Ladue News



# WHISKEY IN THE WINTER

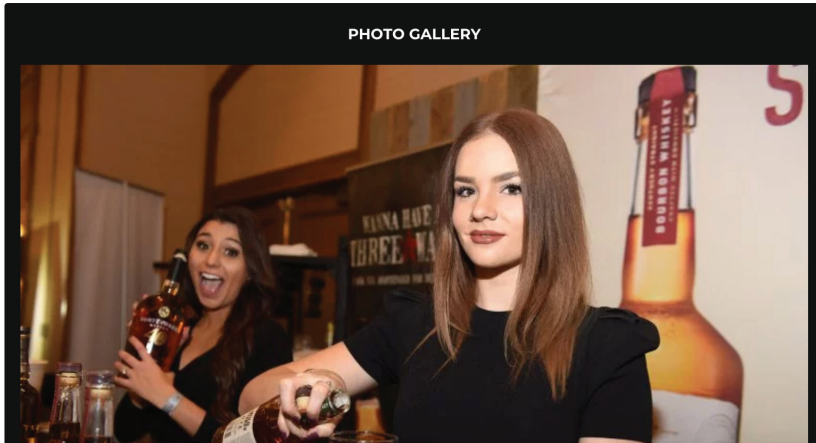
## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023

### SAMPLE ONLINE COVERAGE



Whiskey In The Winter is a whiskey lover's festival at the Hyatt Regency hotel in downtown St. Louis and features over 300 whiskeys from around the world along with whiskey cocktails, whiskey-inspired food selections, and educational seminars from whiskey industry experts.



St. Louis Magazine

Fox 2 Now

### St.Louis

DINING CULTURE NEWS DESIGN HEALTH FAMILY HISTORY

## 2017 Whiskey in the Winter

Sixth annual Whiskey in the Winter featured 400-plus whiskeys

NOVEMBER 21, 2017 3:02 PM



1 of 48





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10TH ANNUAL

# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

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# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023

### SAMPLE ONLINE COVERAGE

The screenshot shows the InsideSTL.com website interface. At the top, there are navigation links: HOME, MCKERNAN, COLUMNISTS, RADIO SHOWS, STL SPORTS, COMMUNITY, STL NIGHTLIFE, STL VIDEOS, ABOUT US, MSG BOARD. A main banner features a photo of two women holding bottles of Jack Daniel's whiskey, with the text 'STL NIGHTLIFE' and 'Event selector: Synergy Productions' Whiskey in the Winter Festival'. To the right, there is a login section for 'Login to InsideSTL' with fields for Username and Password, and a 'Remember me' checkbox. Below the login section, there are social media icons for Facebook, Twitter, and YouTube. A large advertisement for 'GATEWAY BUICK GMC 2015 BUICK VERANO' is prominently displayed, offering a GMC National Lease Offer for \$199 per month for 36 months. The ad includes contact information: stlouisbuickgmc.com • 877-609-1138.

St. Louis Magazine

InsideSTL.com

MAGAZINE EVENTS CONTESTS CALENDAR PARTY PICS CITY GUIDE STORE NEWSLETTERS  SEARCH

**SLM DINING ARTS NEWS STYLE HOME FAMILY HEALTH BEST**

### A Don't Miss Event: Whiskey in the Winter, Tickets On Sale Now

By George Mahe September 29, 2014 5:41 PM

The poster features the Synergy Productions logo at the top, followed by '3rd ANNUAL WHISKEY IN THE WINTER ST. LOUIS WHISKEY FESTIVAL NOVEMBER 22, 2014'. Below the event title, it lists sponsors: BUFFALO TRACE, Crown Royal, HEAVEN HILL, JAMESON, JIM BEAN, MACALLAN, and Spirits & Licks. At the bottom, the text reads '200+ WHISKIES. 1 MEMORABLE NIGHT.'

- It's the event that sold out in its first two years.
- It's the event that features unlimited tastings of over 200 whiskies, including single malt and blended Scotch, bourbon, Irish, Tennessee, Canadian, Missouri, Japanese, and international whiskies.
- It's the event with whiskey-inspired food stations. And several whiskey cocktail bars.
- It's the event with educational seminars from whiskey industry experts.
- It's the event that made a Scotch drinker out of a bourbon-drinking Dining Editor.

The interface includes a search bar with the text 'CLICK HERE TO RESERVE YOUR SEAT!' and 'SLM RESTAURANT GUIDE'. Below the search bar, it says 'Search from more than 1,000 St. Louis restaurants.' There is a 'WHERE' dropdown menu set to 'All' and a 'FIND' button. A featured restaurant card shows a dish of food with the text 'Restaurant Guide EDITOR'S PICKS'. At the bottom, there is a 'WHAT' dropdown menu set to 'Arts & Culture' and a 'SLM GUIDES' section.



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# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

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**ALIVE**



**RFT**  
RIVERFRONT TIMES

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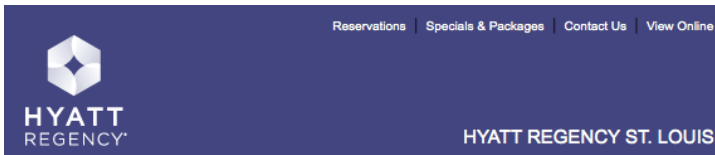


# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

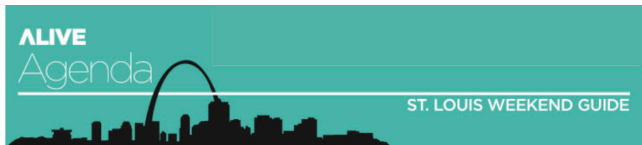
DECEMBER 9, 2023

## SAMPLE EMAIL COVERAGE



Hyatt Regency

ALIVE Magazine



Whiskey In The Winter



Whiskey In The Winter is a whiskey festival that will take place on Friday, November 20, 2015 from 7:00-10:30pm (VIP entry begins at 6:15pm) at the Hyatt Regency hotel in downtown St. Louis. Whiskey In The Winter will feature over 300 whiskeys from around the world along with great whiskey cocktails, whiskey-inspired food stations and educational seminars from whiskey industry experts. Buy your tickets at [whiskeyinthewinter.com](http://whiskeyinthewinter.com).

Date: Friday, 11.20.15  
 Time: 7-10:30pm  
 Location: Hyatt Regency Hotel (315 Chestnut Street)

## edible weekend

The Sauce Magazine guide to a food-filled weekend

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Photo by Greg Rannels



**MAKE:** Healthy, filling and fast is the name of the game this week. Crank up the stove and in about 30 minutes you can sup on this **Roasted Halibut With Spinach And Fingerling Potatoes** courtesy of **Basso's Patrick Connolly**. Pan-roasted fingerling potatoes and spinach create a bed for the halibut, which receives the same pan-roasting treatment along with a butter-thyme baste. Garnish with lemon for a bright finish. It's a meal that's almost as warm and satisfying as your favorite sweater. Get the recipe [here](#).



**LEARN:** Seed to table is more than just a food movement. For local artist **Marlee Keys**, it's also an art form. Her latest installation, **Marlee Keys: Iconography of a Garden** opens at St. Louis Community College – Meramec. On exhibit will be food prints made with beets, tomatoes and cucumbers grown in Keys' garden, along with an installation of roots and other organic plant life. Keys, who has been featured in national art publications, draws her work from her environment, often incorporating and recycling flora and fauna. The exhibit runs through Friday, Dec. 12 and begins with a reception this Thursday, Nov. 13. *Post Thu. Nov. 12 - 4:00 to 6:00 p.m. Meramec*



Sauce Magazine



# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



## SAMPLE EMAIL COVERAGE



### The Scoop

ST. LOUIS MAGAZINE'S WEEKLY UPDATE ON THE CITY'S BEST EVENTS, VIP PARTIES, AND CONTESTS.



FOOD AND DRINK

#### Whiskey in the Winter

**NOVEMBER 22** Whiskey In The Winter is a whiskey festival that will take place on Saturday, November 22, from 6 to 9:30 p.m. at the Hyatt Regency St. Louis at the Arch. The third-annual Whiskey In The Winter will feature more than 200 whiskies from around the world along with great whiskey cocktails, whiskey-inspired food stations, and educational seminars from whiskey-industry experts. For more information and to purchase tickets, [Read More >>](#)

### On the Burner

ST. LOUIS MAGAZINE'S GUIDE TO WHAT'S HOT IN THE LOCAL DINING SCENE

#### Dining Event



#### 10 Whiskies To Taste At This Year's Whiskey in the Winter

**By Jeff Stettner** Whether it's the fire burning from the peaty Scotch or the lingering finish of toasted American Oak from an aged Bourbon, dark skies and frosty windows call for a variety of whiskies... [Read More >>](#)



200 plus whiskies, one memorable night.

Join us for the 3rd annual *Whiskey In The Winter*, a whiskey festival that will take place on **November 22, 2014** at the **Hyatt Regency Hotel** in downtown St. Louis.

*Whiskey In The Winter* will feature over 200 whiskies from around the world including single malt and blended scotch, bourbon, Irish, Tennessee, Canadian, and Japanese whiskies. The night will also include great whiskey cocktails from the city's top mixologists, whiskey-inspired food stations, and educational seminars from whiskey industry experts.

For more details including how to obtain a Golden Ticket, the whiskey list, the menu for the evening, speaker information, and much more visit [www.whiskeyinthewinter.com](http://www.whiskeyinthewinter.com).

[CLICK HERE](#) for your chance to win **FREE** tickets!

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200+ WHISKIES. 1 MEMORABLE NIGHT.

Riverfront Times

St. Louis Magazine



# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### SAMPLE SOCIAL MEDIA COVERAGE

#### INSTAGRAM



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Whiskey In The Winter St. Louis Whiskey Festival  
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262 views  
missouripromos Pour it up, pour it up...  
#whiskeyinthewinter #onicepromos #missouripromos



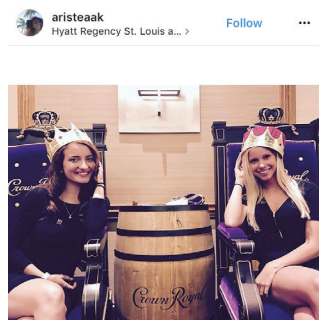
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designertrw #whiskeyinthewinter



the\_bourbon\_guy · Follow  
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the\_bourbon\_guy And some just like a good whiskey like a good shave. #whiskeyinthewinter



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brettattas Dave Perkins @drinkhighwest about to take us through whiskey blending. #whiskeyinthewinter



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72 likes  
weeatstuffstl Some very fine Manhattans made by @gordonwooldridge at the #whiskeyinthewinter event earlier this month.



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20 likes  
\_meg\_boyle\_ #WhiskeyInTheWinter 2019 Always great friends, spirits, and memories. #STL #womenandwhiskey #IrishWhiskey



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chomn13 @lapdanceasspants killed it with these bourbon, bacon, chocolate chip cookies with @fourrosesbourbon #whiskeyinthewinter2016 #whiskeyinthewinter



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natem2vp #whiskeyinthewinter #stl



# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### SAMPLE SOCIAL MEDIA COVERAGE

#### INSTAGRAM



87 likes  
still630 Ending another great Whiskey In The Winter with some awesome stout cask finished whiskey from @pinckneybend! #drinklocal #craftspirits #whiskey #STL #WITW #WhiskeyInTheWinter



48 likes  
joshuajohnson\_stl What a great time #WhiskeyInTheWinter was this year! Huge thank you to @atuckitup, @kiraWebster82, @Firin Waic GR, mv sncncncs, @HinklandDarkOfficial, @kmcnullins



24 likes  
thecreativebrad When at Whiskey in the Winter, stop to smell the Macaroons from time to time. #towerofdeliciousness #whiskeyinthewinter



109 likes  
coldmtn 'Whiskey in the Winter'; the name of a great annual event here in St. Louis, as well as one of my favorite combinations in life. It still feels like fall here but we're not letting that stop us. Thx @hdawnred for the pic.  
#whiskeyinthewinter #hudsonwhiskey #bourbon #rye #ryewhiskey #whiskey #whisky #STL #StLouis #MO #missouri #weekend #arch #tuthilltown #DrinkNY



25 likes  
kmcnullins Continuing our education with @still630 #whiskey @ #WhiskeyInTheWinter #peanutbutterinthewhiskeyisdelicious #doesthatmeanitshealthy



44 likes  
brettatlas 2016 is good, 2015 is better. #whiskeyinthewinter #fourrosesbourbon



119 likes  
aristeaaak Life is better with Jack-ed up cupcakes...  
#whiskeyinthewinter #jackdaniels #woodfordreserve #promo #promomodel #promogirl #whiskey #hyatt #thearch #stlouisgram



51 likes  
drink\_314 My booze T-shirt collection just grew thanks to #whiskeyinthewinter



# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### SAMPLE SOCIAL MEDIA COVERAGE

#### FACEBOOK

**Hyatt Regency St. Louis at The Arch**  
November 20, 2015 · 🌐

Whiskey In The Winter is tonight! We are thrilled to be hosting it. Enjoy over 300 whiskeys from around the world and expand your knowledge of whiskey! Here's a sneak peek at some of our vendors!  
#WhiskeyInTheWinter



**Sauce Magazine**  
November 1, 2016 · 🌐

Keep the cold at bay when you sip on more than 350 whiskeys and whiskey-based cocktails at Whiskey In The Winter on Nov. 12. Click below for more details and ticket info.

Whiskey in the Winter 2016

**SLM St. Louis Magazine**  
October 14, 2016 · 🌐

300 plus Whiskeys. 1 Memorable Night. The 5th annual Whiskey In The Winter event will take place Saturday, November 12, 2016. Tickets selling fast, reserve your spot today.



**Whiskey in the Winter 2016**  
Whiskey In The Winter will feature over 300 whiskeys from...  
whiskeyinthewinter.com

**Phenix Brands, LLC.**  
December 3, 2015 at 9:08pm · 🌐

#TBT to last #Whiskeyinthewinter a week and a half ago where @KinahansWhiskey made its debut!  
#ForgottenIrishWhiskey #phenixbrands



**The Adamo Agency**  
November 15, 2016 · 🌐

Cheers! From us to you at Whiskey In The Winter!  
Photo Credit Thomas G. Ricks



**Rebel Yell Bourbon**  
November 12, 2016 · Instagram · 🌐

Having some fun and sampling 10 Year Single Barrel at Whiskey in the Winter in STL. #rebelyellbourbon #singlebarrel #whiskey #bourbon #whiskeyinthewinter



**Jennifer Rolwes Volk**  
November 12, 2016 · St. Louis · 🌐

Whiskey tasting time! #whiskeyinthewinter



**Simon Moeller** added 2 photos and a video.  
November 12, 2016 · St. Louis · 🌐

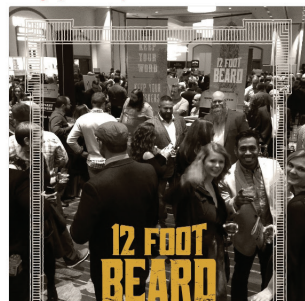
#WhiskeyInTheWinter is a great event! Getting a chance to try all sorts of things I have wanted without having to buy a bottle first! 327 whiskeys, plus my VIP Golden Ticket whiskey!



**RFT Riverfront Times**  
Like This Page · October 24, 2016 · 🌐

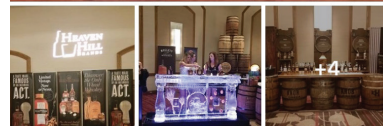
Whiskey in the Winter tickets are on sale! The whiskey festival takes place on Saturday, November 12 from 6-9:30 p.m. at the Hyatt Regency hotel in downtown St. Louis. Whiskey In The Winter will feature over 300 whiskeys from around the world along with great whiskey cocktails, whiskey-inspired food stations and educational seminars from whiskey industry experts. Buy your tickets today at whiskeyinthewinter.com! #promo — with Whiskey In The Winter.

The #WhiskeyInTheWinter crowd has high standards. We're happy to oblige them.  
#integrity #whiskeydrinkers



**Randall's Wines and Spirits**  
November 20, 2015 · St. Louis · 🌐

It's #whiskeyinthewinter time! Hope you got your tickets. #TGIF #SOLDOUT





# WHISKEY IN THE WINTER

ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023

## SAMPLE SOCIAL MEDIA COVERAGE

### TWITTER

**Riscie L**  
@HIPCITYLIFE

Whiskey In The Winter at the [#hyattregency](#) Hotel St. Louis Mo. Don't miss it next year...



**David Hamilton**  
@DHa\_Milton

Women in Whiskey seminar (@Whiskey In The Winter in Saint Louis, MO) [swarmapp.com/c/aLhCGHYnOtm](#)



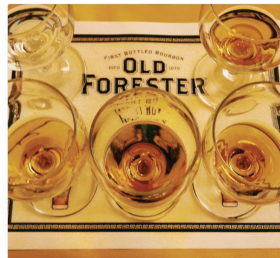
**Murphies**  
@murphies\_pune

Give [#whiskey](#) a shot! It won't fix your problems but it'll help you forget them for sure!  
[#murphies](#) [#whiskey](#)  
[#whiskeyinthewinter](#)



**Chelsy McInnis**  
@chelsymcinnis

Lots of whiskey was drank tonight. Thanks to [@BourbonBanter](#) for hooking me up for [#WhiskeyintheWinter](#)!



**Amy Burdge**  
@DeliciousSTL

Finally! So excited to be here.  
[#300whiskeys](#) [#whiskeyinthewinter](#)  
[#stl](#) @ Hyatt Regency St. Louis...  
[instagram.com/p/BMuue-qI9r7/](#)

**Ruth**  
@REK100

Hey [@OldForrester](#) your master bourbon specialist [@JackieZykan](#) is ROCKING her talk at [#WhiskeyintheWinter](#).



**Brett Atlas**  
@brettatlas

The [@BourbonBanter](#) crew at [#whiskeyinthewinter](#). [@castle44](#)  
[@bjhawk4ku](#) [@The\\_Bourbon\\_Guy](#)



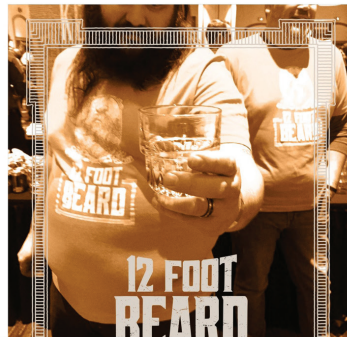
**Glennmade Films**  
@GlennmadeFilms

A toast to the weekend. [#bourbon](#)  
[#pinckneybenddistillery](#) [#mustachewax](#)  
[#whiskeyinthewinter](#) [#a7s](#)  
[@PinckneyBend](#)



**12 Foot Beard**  
@12FootBeard

We're raising a glass to old-fashioned values at [#whiskeyinthewinter](#).  
[#bourbon](#) [#oldfashioned](#)



**The Bourbon M.D.**  
@bourbon\_md

[@drinkhighwest](#) Excellent tasting with the founder of High West at Whiskey in the Winter



**Erik Fisaga**  
@breezyfiz

Whiskey in the Winter is the most amazing event! [ift.tt/2eOTMys](#)



**David Hamilton**  
@DHa\_Milton

Women in Whiskey seminar (@Whiskey In The Winter in Saint Louis, MO) [swarmapp.com/c/aLhCGHYnOtm](#)



**12 Foot Beard** @12FootBeard · 11/12/16  
Come by our table at [#WhiskeyinTheWinter](#) and greet us with the firm handshake to get a t-shirt. [#12FootBeard](#)



**The Bourbon Guy** @The\_Bour... · 11/12/16  
Getting ready for a great time at [@WhiskeySTL](#). Make sure to say hi if you're here. [#drinkcurious](#) [#bourbon](#) [#whiskeyinthewinter](#)



SYNERGY PRODUCTIONS

10TH ANNUAL

# WHISKEY IN THE WINTER

## ST. LOUIS WHISKEY FESTIVAL

DECEMBER 9, 2023



### BRANDED ELEMENTS



Website



Program

Ads

SYNERGY PRODUCTIONS



SYNERGY  
PRODUCTIONS

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PRODUCTIONS