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MARBLE DISTILLING CO.  
&  
THE DISTILLERY INN

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## **MEDIA KIT**

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### **Marble Distilling Co. & The Distillery Inn**

marbledistilling.com  
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150 Main Street  
Carbondale, Colorado 81623

### **Marble Bar Aspen**

970.710.2485  
415 E. Dean Street  
Aspen, Colorado 81611  
Located in the Hyatt Residence Club Grand Aspen

### **Social Media:**

Facebook	Marble Distilling
Instagram	marbledistillingco
Google+	marbledistillingco
YouTube	marbledistillingco
Twitter	MarbleDistillin

### **Social Media:**

Facebook	marblebaraspen
Instagram	marblebaraspen

## **FACTS: MARBLE DISTILLING COMPANY**

- Marble Distilling Co. and The Distillery Inn opened in June 2015.
- Marble Bar Aspen – a 2<sup>nd</sup> tasting room location opened in December 2017.
- Marble Distilling Co. handcrafts small batch Marble Vodka, Gingercello, Gingercello Reserve, Moonlight EXpresso, MLX and Hoover’s Revenge Ragged Mountain Rye whiskey (Fightin’ Whiskey & Backcountry Bourbon currently aging) at its Main Street distillery in the heart of Carbondale, Colorado - a state designated Creative District.
- Marble Distilling Co. and its Distillery Inn are a family and friends owned business. Founded by husband and wife, Wm. Carey Shanks and Connie Baker, plus Carey’s sister, Dorian DiPangrazio & husband Robert. Longtime friend and Baker’s former business partner Michelle Marlow compliments the team as Spirit Liaison (PR & Events).
- Marble Distilling Co.’s Co-Founder and Head Distiller, Connie Baker, attended the Dry Fly Distilling Institute in January 2011, after years of an allure with distilling spirits, and spent the next four years working with her husband Carey to build an artisan distillery on land she and friend Michelle Marlow, had purchased as a long-term investment.
- The name Marble Distilling Co. was inspired by pioneers of nearby Marble, Colo., where Connie & Carey live and first began distilling in 2011.
- MDC is a Pioneer of Sustainable Distilling and is the only Zero-Waste Distillery in the world that we can find. MDC strives to be an example of a sustainable distillery and has designed and built the first award winning water energy, reuse and recycling system for a distillery: Water & Energy Thermal System - WETS (see story starters below). “Drink Sustainably” is the core of their business.
- MDC is the only distillery filtering their spirits through crushed Yule marble from the famous quarry just 26 miles up the Crystal Valley in Marble, Colo. Both the Lincoln Memorial and the Tomb of the Unknown Soldier were built with Yule Marble from the same quarry.
- MDC’s distilling equipment is 100% American made (very rare – most distilling equipment is sourced from China or Germany). All spirits are distilled in “Hazel,” a 250-gallon custom Vendome copper pot still, made in Louisville, Kentucky. The 500-gallon stripping still and the open cypress fermentation tanks – an Old World approach to whiskey fermentation -- are made by Confederate Stills of Alabama. The mash tun and distillery fermentation tanks are made in Colorado by Bennett Forgeworks in Ridgeway, Colo. The mash heat exchanger is made by Trident Stills of Maine.
- MDC wholeheartedly embraces the locavore movement. In addition to the local marble filtration, Marble Vodka is distilled from non-GMO Colorado grains - soft white wheat and malted barley – currently being grown 0.5 miles from MDC – spent mash is returned to the same ranch for livestock feed and compost. Local roasters, Bonfire Coffee, sources and roasts Guatemalan beans for Moonlight EXpresso. Bourbon barrels for Gingercello Reserve are recycled from award winning Colorado distilleries and local volunteer bottling crews fill and hand-sign every bottle of spirit.
- Handcrafted spirits are available at The Marble Bar (Marble Distilling Co.’s Tasting Room), the Marble Bar Aspen (Marble Distilling Co.s 2<sup>nd</sup> Tasting Room) and at liquor stores, bars and restaurants throughout Colorado and Texas. Marble Distilling Co.’s is distributed by Breakthru Beverage Colorado and Pro-Cel Import/Export in Texas.

### **FACTS: THE MARBLE BAR – MDC’S TASTING ROOM**

- “Hazel,” is a 250-gallon custom Vendome copper pot still that showcases its tall copper tower on Carbondale’s quaint Main Street.
- The Marble Bar, MDC’s Tasting Room features a Marble bar, cut from a 9,000 lb. slab of Marble mined from the Yule Quarry in Marble, Colo. and a bar back of classic brick retrieved from the historic stable that was originally constructed on its land.
- Handcrafted cocktails created by local mixologists and small bites featuring locally sourced meats and cheeses.
- A separate Barrel Club Lounge houses personal “baby barrels” and provides special offerings in addition to access to the Barrel Club Lounge for sampling members’ whiskey and bourbon while they age.
- MDC’s entry patio features a marble fireplace surround replicating the Mill Site walls at the National Historic Site in Marble with couches to lounge and relax with cocktail. The upstairs, outdoor “Partio” overlooks Main Street with views of Basalt Mountain.
- Distillery tours are available by reservation. Summer tours are currently offered Friday’s & Saturdays at 4 PM.
- Seasonal Hours – check website for current hours.

### **FACTS: MARBLE BAR ASPEN – MDC’S NEWEST TASTING ROOM**

- Located within the Hyatt Residence Club Grand Aspen in the heart of downtown Aspen next to the Silver Circle Ice Rink
- Like the original Marble Bar, the Marble Bar Aspen features a Marble bar, cut from the same 9,000 lb. slab of Marble mined from the Yule Quarry in Marble, Colo.
- Handcrafted cocktails created by local mixologists, many featured in Aspen only and small bites featuring locally sourced meats and cheeses.
- The Aspen Barrel Club houses personal “baby barrels” and provides special offerings to members while their whiskey and bourbon ages.
- by reservation. Summer tours are currently offered Friday’s & Saturdays at 4 PM.
- Seasonal Hours – check website for current hours.

### **FACTS: THE DISTILLERY INN**

- The Distillery Inn is the only known inn in the world to be housed within a working distillery – guests can “sleep with the stills”.
- The Distillery Inn was named a Green Hotelier Award Winner – the only North American property to receive this honor in 2017.
- The Distillery Inn is the first boutique hotel to open in Carbondale, Colo.
- Featuring five rooms located in the same building as Marble Distilling Co. on Main Street in the heart of downtown Carbondale (recently named as 1 of 12 state designated Colorado Creative District’s), the distillery and inn are located just 30 minutes west of Aspen, one hour West of Vail and three hours west of Denver in the Colorado Rockies.
- The Distillery Inn provides contemporary lodging in an environmentally-friendly and sustainable setting; featuring sophisticated finishes that include high-quality Italian linens,

organic Colorado bath amenities by Ranch Organics and Osmia Organics, and of course MDC spirit samples.

- All rooms feature king-sized beds, fireplace and private balconies with views of Mt. Sopris. A garden level suite is ADA accessible and features a private courtyard with indoor/outdoor fireplace.
- Dog-friendly accommodations with the Distillery Inn's signature dog bed, food and water bowl with floor mat, pet-in-room door sign, and a special treat.
- Seasonal room rates from \$249.

## **FACTS: THE SPIRITS**

- **Marble Vodka:** Made with an original blend of all-natural, non-GMO, Colorado grains. Soft white wheat and malted barley is distilled five times in an authentic copper pot still to ensure purity and clarity. This is the only vodka filtered through crushed Yule marble giving it a soft, creamy nose with a smooth, luxurious finish to create a unique flavor profile. The final distillation is through charred coconut husk via a zero gravity drip. Marble Vodka received an 88 rating from Wine Enthusiast as well as Best in Division - Vodka at Distilled: San Diego Spirit & Cocktail Competition. MSRP: \$31.99 – 750 ml.
- **Moonlight Espresso:** A modern take on an Old World recipe, as well as a Baker family recipe. Inspired by the Italian craftsmen who worked long hours in the Marble quarry, Moonlight Espresso is a complex dark roasted coffee liqueur that blends the sweetness of vanilla bean and natural cane sugar. MDC is collaborating with local Carbondale roasters, Bonfire Coffee for a true local spirit. Moonlight Espresso earned a 92 rating from Wine Enthusiast and is a Gold Medal winner at the San Francisco World Spirits Competition and a Good Food Award Winner. MSRP: \$32.99 – 750ml.
- **Gingercello:** This tribute to quarrymen is a modern adaptation of the Italian classic. Fresh cut ginger and the sweetest part of the lemon – hand-zest and left to rest - create a refreshing taste. Gingercello is a Gold Medal winner at the Denver International Spirits Competition. MSRP: \$38.99 – 750ml.
- **Bourbon Barrel Aged Gingercello Reserve:** Thank you to our friends of local craft distilleries in Colorado for allowing the opportunity to age our Gingercello in their award winning Bourbon barrels – creating a complex barrel aged version of the classic Gingercello. Warm and spicy vs. the light and fruity original, Gingercello Reserve offers the sophisticated palate a thoughtful repose. Gingercello is a Gold Medal winner at the Denver International Spirits Competition. MSRP: \$54.99 – 750ml.

## **HOOVERS REVENGE**

*All browns are fermented in open Cyprus tanks with mash bills using Colorado grown non-gmo grains*

- **Ragged Mountain Rye – Released December 2017**  
A Rye / Wheat / Malted Barley mash bill affords a smoothness to normally spicy rye. MDC is releasing single cask batches, so each release will have its own uniqueness. The first release has been aging since MDC's June 2015 inception in 30 gallon new American oak casks. 84 proof

- **Back Country Bourbon - Currently aging**  
MDC's four-grain mash bill – Corn / Rye / Wheat / Malted Barley – all grown in Colorado, adds a body and depth of flavor to our bourbon. Showing beautifully after only 18 months in #3 char new American oak. It will be proofed at 94.
- **Fightin' Whiskey - Currently aging**  
Triticale is a gorgeous, under-utilized grain and makes a naturally sweet whiskey. An ancient wheat / rye hybrid, MDC adds malted barley to the mash bill and will proof at 101 (the sweetness of the grains can handle a higher proof, which showcases the flavors beautifully).
- MDC's small-batch distillery / process allows creativity on the distilling floor, and MDC will be taking advantage of its size and local produce to create intoxicating flavors only available at The Marble Bar and Marble Bar Aspen (MDC's Tasting Rooms). Expect to see delicious, seasonal changes to the cocktail menu.

## **STORY STARTERS**

### **1. MDC: PIONEERS OF SUSTAINABLE DISTILLING – A ZERO-WASTE DISTILLERY**

Marble Distilling Co. has received several grants including a USDA Rural Energy grant for \$197,500, CORE (Community Office of Resource Efficiency) for \$8,800 engineering, \$25,000 Randy Udall TRUE Pioneer Grant, and \$8,000 CLEER (Clean Energy Economy for the Region) for its one-of-a-kind Water and Energy Thermal System (WETS). The grants recognized the innovative water use and recycling system, which will save an estimated 125.1 metric tons of carbon, compared to an ASHRAE standard building, and more than 4 million gallons of water each year. The energy modeling estimates a zEPI (zero performance indicator) score of 6.98, compared to an ASHRAE standard of 57.0.

How it Works: Ambient temperature water enters the condenser to cool down the vapor and turn distillate back to a liquid in the form of alcohol. By means of this process the water is now at a temperature exceeding 95 degrees. Most distilleries discharge this water into the waste system. MDC recaptures this water, extracts the heat via heat-exchangers and re-uses the cool water once again in the condensing process. The reclaimed heat is used to heat the building and for process systems. Two 5,000 gallon water tanks store the hot and cold water used for the processing and also cool the building in lieu of a traditional air conditioning system. The super-insulated tanks can be seen from the south-side of the MDC building (red – hot and blue – cold).

The system was designed to be scalable and will increase savings as production increases at MDC. Marble Distilling Co. will share the proprietary design with other artisan distilling companies who strive to be as energy efficient as possible and those who promote water stewardship.

In early 2017 Marble Distilling Co. received the highest award – a Masters Medal – for Green Initiatives from the Global Distillery Masters Competition. This international competition celebrates the achievements and innovations of the distilleries themselves, beyond their spirits. Marble Distilling Co. is a certified Green Business by Green America and was also awarded the 2015 Exceptional Implementation of Sustainable Technologies award from the U.S. Green Building Council of Colorado.

Marble Distilling Co. is truly **Grain to Glass to Ground**. Grains are being grown and sourced from Partner's Nieslanik Beef – 0.5 miles from the distillery, as well as Colorado Malting Company (Alamosa, Colo), Bow & Arrow (owned & farmed by the Ute Mountain Ute Tribe in Cortez, Colo) & a local Colorado rancher (outside of Grand Junction, Colo). Once grains are distilled, all stillage goes back to local ranchers (all within 3 miles of the distillery) for livestock feed and compost. The only zero-waste distillery in the world that we can find.

### **2. FIRST DISTILLERY TO USE MARBLE FILTERING**

Marble Distilling Co. spirits are filtered through crushed Yule marble, from nearby Marble, Colo. A hand-made filtration system cascades spirits over small pieces of crushed marble during the distillation process. Mother Nature's filtration system.

### **3. THE DISTILLERY INN: FIRST ON-SITE/DISTILLERY LUXURY HOTEL IN THE U.S.**

The Distillery Inn is the first known boutique hotel to be located within a working distillery. Guests can relax in contemporary mountain luxury while enjoying downtown Carbondale just outside their door. Walk to nearby restaurants, hop on one of the distillery's town-cruiser bikes to see Carbondale from a local's perspective. The Distillery Inn offers concierge services and the ability for guests to reserve the entire facility (inn and distillery) for private or business events.

#### **4. WHY IS LINCOLN ON OUR LABELS?**

“The Lincoln Memorial features Yule marble from just up the road in Marble, Colorado and we wanted to tie in the history of this area on the label,” says head distiller and co-founder Connie Baker (who also noted that while Abe did not drink, he did hold a job as a bartender). “Abe was honest, he believed in hard work and those values represent our company and our products.”

Our handcrafted spirits honor President Lincoln and the pioneering quarrymen who created monumental works of art ... because we know that all spirits are not created equal.

#### **5. MEDALS FOR MARBLE**

“MDC is thrilled to be honored by the esteemed group of judges, many who are tasting our spirits for the first time. As an emerging brand, being open for 2 years, we are proud of the reception we’ve received to date” said Connie Baker co-founder/head distiller of their honors and awards to date.

##### **SPIRITS**

Marble Vodka            Best in Division, Vodka & Gold Medal – Distilled: San Diego Spirit Competition  
Gold Medal – Denver International Spirits Competition  
Gold Medal – Breckenridge Craft Spirits Festival  
Silver Medal – New York International Spirits Competition  
Silver Medal – American Craft Spirits Association  
88 Rating – Wine Enthusiast

Moonlight EXpresso    Gold Medal – San Francisco World Spirits Competition  
Gold Medal – Denver International Spirits Competition  
Gold Medal – Breckenridge Craft Spirits Festival  
Bronze Medal – New York International Spirits Competition  
Good Food Award Winner  
Top 100 Spirits of 2017 – Wine Enthusiast  
92 Rating – Wine Enthusiast

Gingercello            Gold Medal – Denver International Spirits Competition  
Silver Medal – Distilled: San Diego Spirit Competition  
Silver Medal – Breckenridge Craft Spirits Festival

Gingercello Reserve    Gold Medal – Denver International Spirits Competition  
Silver Medal – Breckenridge Craft Spirits Festival  
Bronze Medal – San Francisco World Spirits Competition  
Bronze Medal – New York International Spirits Competition  
Bronze Medal – Distilled: San Diego Spirit & Cocktail Competition

2017 Colorado Liqueur Distillery of the Year – New York International Spirits Competition

##### **SUSTAINABILITY**

Master’s Medal, Green Initiatives – Global Distillery Masters  
Green Hotelier Award Winner  
Certified Green Business, Green America

Exceptional Implementation of Sustainable Technologies, US Green Building Council of  
Colorado  
Sierra Club Honoree

## **6. FEMALE ENTREPRENEUR REINVENTS HERSELF**

In an industry where male distiller's are the norm, Connie Baker (a spry 52 yrs.) is helping to establish an elite group of female distillers make a mark on the unique spirits industry. Baker formerly owned a medical communications company with offices in New York & Colorado. Large pharmaceutical companies were her clients then. Now, beyond having the vision, recipes, and "spirit", behind Marble Distilling Co. & The Distillery Inn, Baker is a General Contractor by trade – and literally built MDC from the ground up.

"As I toured distilleries and worked on my business plan, I was shocked to see how much water and energy was used in a typical distillery. I love to make spirits, I want to make spirits, but I didn't want to ruin the environment by doing it. We worked with a team of 24 engineers to come up with the first-of-its-kind WETs system (see story started above). We have been told for decades to Drink Responsibly, I pose - why not Drink Sustainably too?" Marble Distilling Co. Let's save the Planet, one bottle of Vodka at a Time!"

## **7. WHO IS HOOVER?**

Distilled in fond memory of our old coon hound named Hoover who lost an eye after a run in with a Mountain Lion. Old Hoover forgot the first rule of thumb – when approaching a cornered cougar, offer her a drink. Hoover's Revenge captures the fighting spirit and warm heart of its namesake. Pour a glass and breathe in the spirit of the One-Eyed-Hound.