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## FOR IMMEDIATE RELEASE

### Tanner's Curse White Whiskey launched by Boone County Distilling Company

The Boone County Distilling Company, one of Kentucky's most exciting small batch craft distillers, continues to break new ground in its goal to return Northern Kentucky to its once-held prominence among American whiskey producers.

Their new white whiskey distilled from bourbon mash, marked Tanner's Curse, is crafted in "The Bear," a 500 gallon Vendome copper pot still named after legendary Petersburg distiller William Snyder's pet bear. (Yes, he had a pet bear.)

Tanner's Curse celebrates the tragic legend of the Baptist Minister John Tanner and his family. Tanner settled Tanner's Station, which later became Petersburg, Kentucky, the home of the original Petersburg Distillery. His story illustrates the everyday dangers of life in this region in the late 1700s.

Unfortunately, this tragedy begins with a simple error in judgement. Unknowingly, Tanner founded Petersburg smack atop a prehistoric Native American graveyard of the Fort Ancient people, he had made a major mistake. A mistake he paid for with lives.

On a chilly October dawn, the white moon hanging in the sky like coyote eyes, Tanner's two eldest sons embarked in canoes on a hunting trip down the Ohio River. They were ambushed by natives at a point in the river called Split Rock, and held captive. Knowing his disadvantage, Ezra Tanner made a deal with the Chief to meet him in a tomahawk fight to the death, with the winner to be spared. After an hour, the young Tanner split the Indian's skull wide open. Contest over. But the Indians reneged on the deal, and immediately attacked Tanner and his companions, killing the boys deader than stones.

These early Americans fought for their place in history, and their influence runs as clear as the whiskey in this vessel. Like the alabaster moon, the embers of their souls live on, well beyond the battle.

You can purchase this historically-relevant whiskey along with our other spirits in Boone County's distillery and tasting room/gift shop at 10601 Toebben Drive in Boone County, Kentucky. Visit our website for hours of operation and tour times. The ghosts are waiting.

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