



HEAVEN HILL DISTILLERIES, INC.

Continuing the Tradition of Independence

May 5, 2008

Hon. Senator Hillary Clinton
Clinton Campaign Headquarters
4320 NW 2nd Ave
Des Moines, IA 50313

Dear Senator Clinton:

We at Heaven Hill Distilleries, Inc., the nation's largest independent distilled spirits company and the world's second largest holders of aging Bourbon, noted with interest your recent consumption of Crown Royal Canadian Whisky during a campaign stop in Indiana. In his weekly "How's Your Drink?" column in the April 26 *Wall Street Journal*, writer Eric Felten opined that you "...made the mistake of drinking...a Canadian import" and that "such a faux pas would never do in Kentucky, site of one of the few remaining presidential primaries."

Heaven Hill has been headquartered in Bardstown, Kentucky—the Bourbon Capital of the World—since we were founded in 1934. With an eye towards our primary on May 20th and your campaigning throughout the Commonwealth beforehand, our Master Distiller Craig Beam, a seventh generation Bourbon-maker, thought it would be prudent for you to become familiar with the best of Kentucky's Bourbons, declared by a 1964 Congressional act to be "America's Native Spirit."

Therefore, as a preemptive strike against any future spirituous faux pas, please accept this bottle of Evan Williams Kentucky Straight Bourbon Whiskey, the second leading selling Bourbon in the United States, autographed by Craig Beam. Evan Williams himself, in addition to being considered Kentucky's first distiller, was also a Louisville Councilman in the late 18th century, known for bringing a jug of his whiskey to the aldermanic chambers. He also became Louisville's Harbormaster and Jailer, so history, as they say, is now on your side.

Sincerely,

Max L. Shapira
President



HEAVEN HILL DISTILLERIES, INC.

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May 5, 2008

Hon. Senator John McCain
McCain Campaign Headquarters
P.O. Box 16118
Arlington, VA 22215

Dear Senator McCain:

We at Heaven Hill Distilleries, Inc., the nation's largest independent distilled spirits company and the world's second largest holders of aging Bourbon, noted with interest Senator Clinton's recent consumption of Crown Royal Canadian Whisky during a campaign stop in Indiana. In his weekly "How's Your Drink?" column in the April 26 *Wall Street Journal*, writer Eric Felten opined that Senator Clinton "...made the mistake of drinking...a Canadian import" and that "such a faux pas would never do in Kentucky."

Heaven Hill has been headquartered in Bardstown, Kentucky—the Bourbon Capital of the World—since we were founded in 1934. With an eye towards the election in the Fall and the possibility of your campaigning in the Commonwealth beforehand, our Master Distiller Craig Beam, a seventh generation Bourbon-maker, thought it would be prudent for you to become familiar with the best of Kentucky's Bourbons, declared by a 1964 Congressional act to be "America's Native Spirit."

Therefore, as a preemptive strike against any future spirituous faux pas, please accept this bottle of Evan Williams Kentucky Straight Bourbon Whiskey, the second leading selling Bourbon in the United States, autographed by Craig Beam. (If, like Sen. Clinton, you choose to chase a sip with a beer, I understand you have that end covered.)

Evan Williams himself, in addition to being considered Kentucky's first distiller, was also a Louisville Councilman in the late 18th century, known for bringing a jug of his whiskey to the aldermanic chambers. He also became Louisville's Harbormaster and Jailer, so history, as they say, is now on your side.

Sincerely,

Max L. Shapira
President



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May 5, 2008

Hon. Senator Barack Obama
Obama Campaign Headquarters
P.O. Box 8102
Chicago, IL 60680

Dear Senator Obama:

We at Heaven Hill Distilleries, Inc., the nation's largest independent distilled spirits company and the world's second largest holders of aging Bourbon, noted with interest your opponent's recent consumption of Crown Royal Canadian Whisky during a campaign stop in Indiana. In his weekly "How's Your Drink?" column in the April 26 *Wall Street Journal*, writer Eric Felten opined that Senator Clinton "...made the mistake of drinking...a Canadian import" and that "such a faux pas would never do in Kentucky, site of one of the few remaining presidential primaries."

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Therefore, as a preemptive strike against any future spirituous faux pas, please accept this bottle of Evan Williams Kentucky Straight Bourbon Whiskey, the second leading selling Bourbon in the United States, autographed by Craig Beam. Evan Williams himself, in addition to being considered Kentucky's first distiller, was also a Louisville Councilman in the late 18th century, known for bringing a jug of his whiskey to the aldermanic chambers. He also became Louisville's Harbormaster and Jailer, so history, as they say, is now on your side.

Sincerely,

Max L. Shapira
President