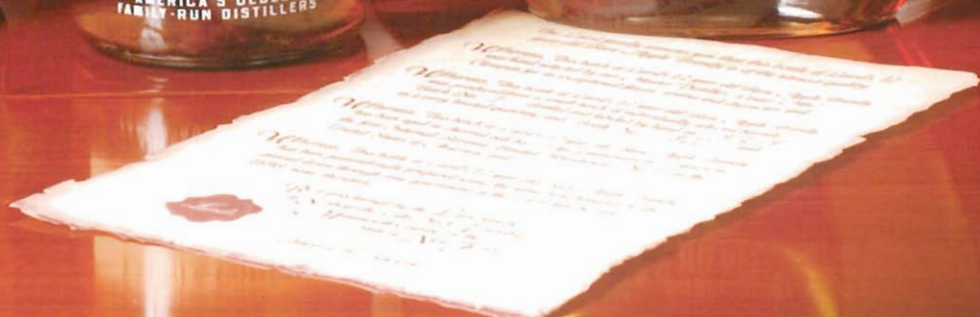


An American Classic SINCE 1780

Laird's 7 1/2 year old Apple Brandy, 40% alcohol by volume. Laird's Premium Applejack, 40% alcohol by volume. Laird's 12 1/2 year old Apple Brandy, 44% alcohol by volume.



Produced by Laird and Company, Scobeyville, New Jersey
DISTILLERS AND IMPORTERS SINCE 1780

LAIRD'S APPLEJACK is a blend of 35% apple brandy and 65% neutral spirits that possesses a hint of apple flavor and aroma. The apple brandy base gives **LAIRD'S APPLEJACK** a unique smoothness – a deeper, richer flavor.

LAIRD'S APPLEJACK is a unique alcoholic beverage in at least two major aspects:

- ◆ It retains a hint of the delicate aroma and flavor of the tree-ripened apples from which it is made. For this reason, **APPLEJACK** imparts this delightful flavor and aroma to mixed drinks, punches and food recipes.
- ◆ It is an extremely pure spirit beverage. By Federal Law, only whole apples may be used in its production. Throughout the entire production process, there are no additives, starters or yeast cultures employed.

LAIRD'S APPLEJACK is a blended brandy. Its unique base is apple brandy versus rye, corn, etc. Its shelf positioning should be in the Premium Whiskey or Bourbon section.



LAIRD'S OLD APPLE BRANDY is a straight apple brandy, not blended with neutral spirits. It is the "original historic Applejack," aged for a minimum of 7½ years in our barrel ageing facility. A tasting of each barrel is made to separate the barrels that will be retained for our apple brandy. Only the finest barrels are selected for this exclusive product.



LAIRD'S 12 YEAR OLD RARE APPLE BRANDY is produced by yet another selection of apple brandy barrels to determine which brandy will be aged for 12 years. Only those barrels of exceptional taste and character are then hand selected by our Master Distiller, Lester Clements, for our **12 YEAR OLD RARE APPLE BRANDY**. We bottle only a very limited quantity, by hand, one batch at a time, with each bottle bearing the batch number, date of bottling and bottle number. The Laird family takes great care in closely monitoring the entire production process of this fine apple brandy.

LAIRD'S 12 YEAR OLD RARE APPLE BRANDY is a premium spirit and should be positioned among premium brandies from around the world like Cognac, Armagnac and Calvados.

