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TO: National Executive Committee
OH, KY and IN Department Commanders and Adjutants
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FROM: Barry A. Jesinoski, National Adjutant

DATE: October 29, 2025

SUBJECT: New Partnership with New Riff Distilling

Starting Nov. 1, Northern Kentucky-based New Riff Distilling will be selling an exclusive Single Barrel Bourbon to benefit DAV. Through the end of the month, or until the whiskey sells out, \$20 of every bottle will be donated back to support our mission.

Bottled at barrel proof and aged 4 years, this Single Barrel Bourbon is limited to approximately 250 bottles and will be available to purchase in the New Riff Gift Shop (24 Distillery Way, Newport, KY) or online for in store pickup. Shipping is not available for this product.

Founded in 2014, New Riff creates a range of award-winning bourbon, rye, single malt whiskey and gin. The company has won numerous prestigious awards, including best of class finalist for their New Riff Sherry Finish Malted Rye at the 2025 San Francisco World Spirits Competition. In addition, the distillery's founder, Ken Lewis, received the Parker Beam Lifetime Achievement Award from the Kentucky Distillers' Association in 2024.

It's an honor to be chosen to collaborate with an organization that has an excellent reputation and high-quality spirits. For any questions about the partnership, please contact partners@dav.org.

Barry A. Jesinoski
National Adjutant

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