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SAZERAC'S MISTER SAM CROWNED BEST BLENDED WHISKEY BY WORLD WHISKIES AWARDS 2021

MONTREAL (April 28, 2021) – The World Whiskies Awards have recognized Mister Sam, a highly limited blend of Sazerac’s finest Canadian and American whiskeys, as the “Best Blended Whiskey” in the Canadian region of the competition.

Named after the legendary Sam Bronfman, Sazerac introduced this limited-edition whiskey in 2019 to honor the founder of the modern-day distilled spirits industry. Sam Bronfman, or “Mister Sam,” as he was affectionately known, acquired Seagram’s in 1928 and elevated the company and its respective brands to become one of the most respected distillers in the world. The tie between the Seagram and Sazerac Companies was formed in the 1940s, when Sazerac’s owners became one of the first distributors of Seagram brands in the United States, forging a long-lasting relationship between the two companies.

Created by Sazerac’s Master Blender Drew Mayville, the Mister Sam blend is comprised of Sazerac’s top-quality American and Canadian Whiskeys. Mister Sam is very close to Mayville’s heart, himself a native Canadian who spent 22 years of his career at Seagram’s where he was the fourth and last Master Blender under the Seagram dynasty.

“Mister Sam was known to say ‘Distilling is a science; Blending is an art,’ and he’s right. Creating the elusive perfect blend is every bit about experimentation and precision,” said Mayville. “To have Mister Sam named Best Blended Whiskey is an honor not only for the team at The Old Montreal Distillery, but also a fitting tribute to Mister Sam Bronfman himself.”

The Old Montreal Distillery was constructed in 1929 in Montreal’s historic district and then purchased in 2011 by Sazerac. After successfully completing an ambitious facility modernization,

the Distillery is again producing Canadian Whisky. The Old Montreal Distillery team shares a passionate commitment to elevating the artistry of blending whisky as the pioneer Sam Bronfman did in Montreal years ago.

Complete results for the World Whiskies Awards 2021 can be found at www.worldwhiskiesawards.com

About Sazerac

Sazerac is one of America's oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac, please visit www.sazerac.com