

# Puncher's Chance™

## **About Puncher's Chance™ 100% Kentucky Straight Bourbon:**

Wolf Spirit Distillery's newest brand, Puncher's Chance™, is pure Kentucky Straight Bourbon inspired by two great American traditions: whiskey, and fighting for what we believe in. Famed sports and entertainment announcer Bruce Buffer, also known as the "Voice of Mixed Martial Arts," explains: "A puncher's chance means that anyone has the potential to succeed, whatever the odds, if he or she works for it. Being the underdog is often the greatest strength. Puncher's Chance is the bourbon for everyone who believes and lives that credo".

***PUNCHER'S CHANCE™ BOURBON, for those who know they can win against all odds.***

**Where to Find it:** As of Jan. 2021, sold in 19 states: AZ, CA, FL, GA, IN, KY, MA, MI, MN, MS, NE, NH, NV, OK, RI, TN, TX, WA, and WI.



### **Puncher's Chance™ 90 Proof**

Puncher's Chance Kentucky Bourbon is a marriage of 4-, 5-, and 6-year-old Kentucky Straight bourbons. The palate leads with caramel, spicy, slightly sweet, and creamy vanilla notes. The palate shows complex oaky sweetness alongside orange, dark chocolate, leather, and baking spices. The finish is long with sweet maple and sugar notes. Puncher's Chance™ received a 95-point review from The Tasting Panel in January 2021.

**Suggested Retail Pricing:** \$34.99/750mL

**ABV and Proof:** 45% and 90

**Packed:** 6 750mLs/case

**UPC:** 8 56592 00604 6

**Case Dimensions:** 12.56 x 8.37 x 9.37

**Cases/Pallet:** 96

**Layers/Pallet:** 6

**Case Weight:** 20.503 lbs.

**SCC:** 10856592006046



### **Puncher's Chance™ Private Barrel Selections**

Once in a while a special barrel, with the perfect nose, taste, mouthfeel, and complexity, will be hand selected as a standalone bourbon. Each year we find a limited amount of these unique barrels and offer them to select accounts. Every bottle is customized with the store's name on an elegant craft label.

**Suggested Retail Pricing:** \$59.99/750mL

**ABV and Proof:** 57-61% and 115-122

**Packed:** 6 750mLs/case

**UPC:** 8 56592 00605 6

**Case Dimensions:** 12.56 x 8.37 x 9.37

**Cases/Pallet:** 35

**Layers/Pallet:** 3

**Case Weight:** 20.503 lbs.

**SCC:** 10856592006053

**About [Wolf Spirit](#) Distillery:**

Wolf Spirit Distillery was founded in 2017 by a 17-year veteran of Campari, Umberto Luchini, who – in his late 40s, with his own savings at stake – walked away from his CMO position, hell-bent on upending the system to follow his dream as well as his personal mission to live courageously, honestly, and with great purpose. An initial \$1.5M investment converted a laundromat into the distillery, and in its first full year the distillery sold 5K 9L cases across 23 states. The Wolf Spirit portfolio currently comprises [Blood x Sweat x Tears Vodka](#), [Tom of Finland Organic Vodka](#), and [Puncher's Chance™ Bourbon](#).

**Company Info:**

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