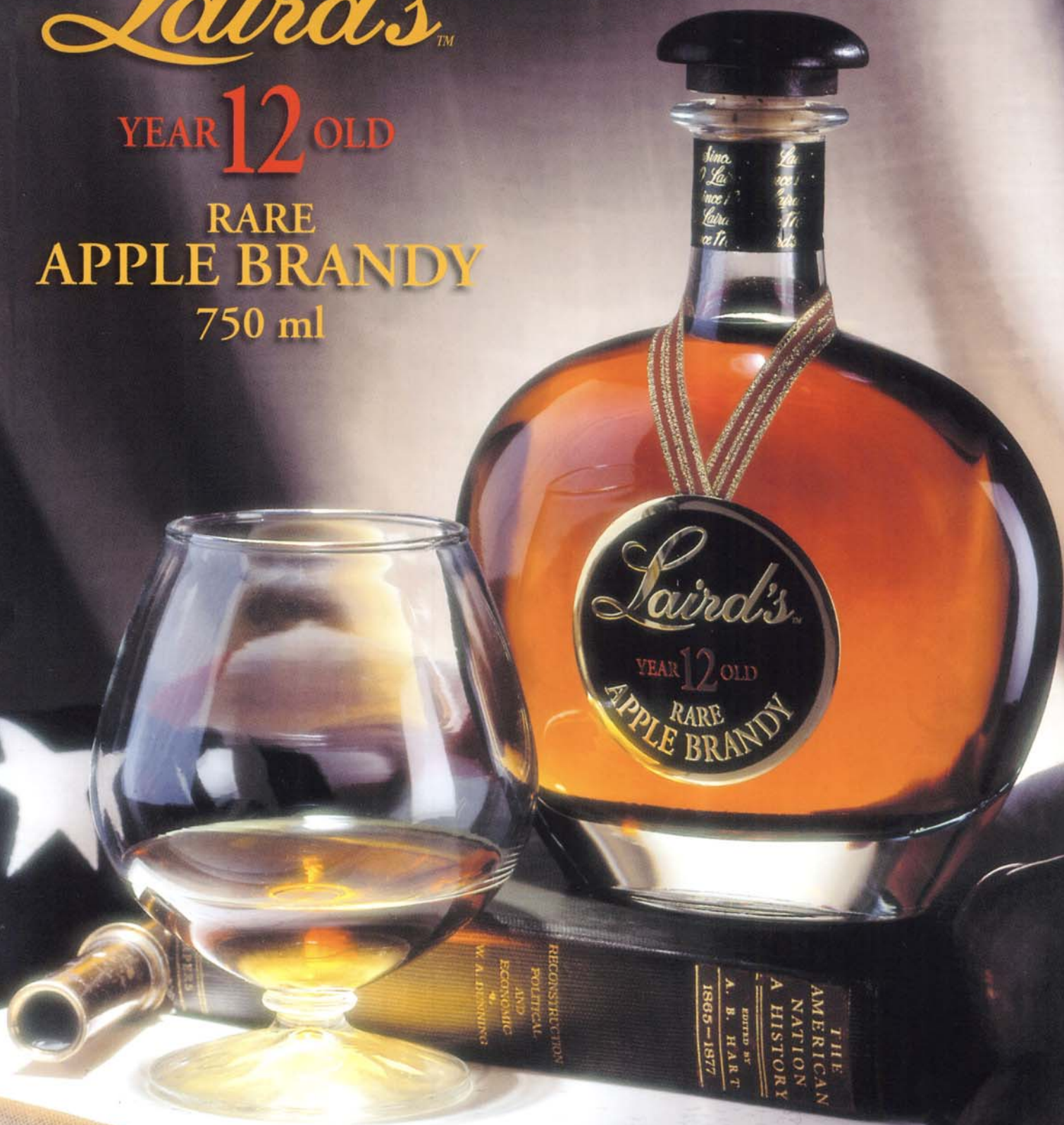


Laird's™

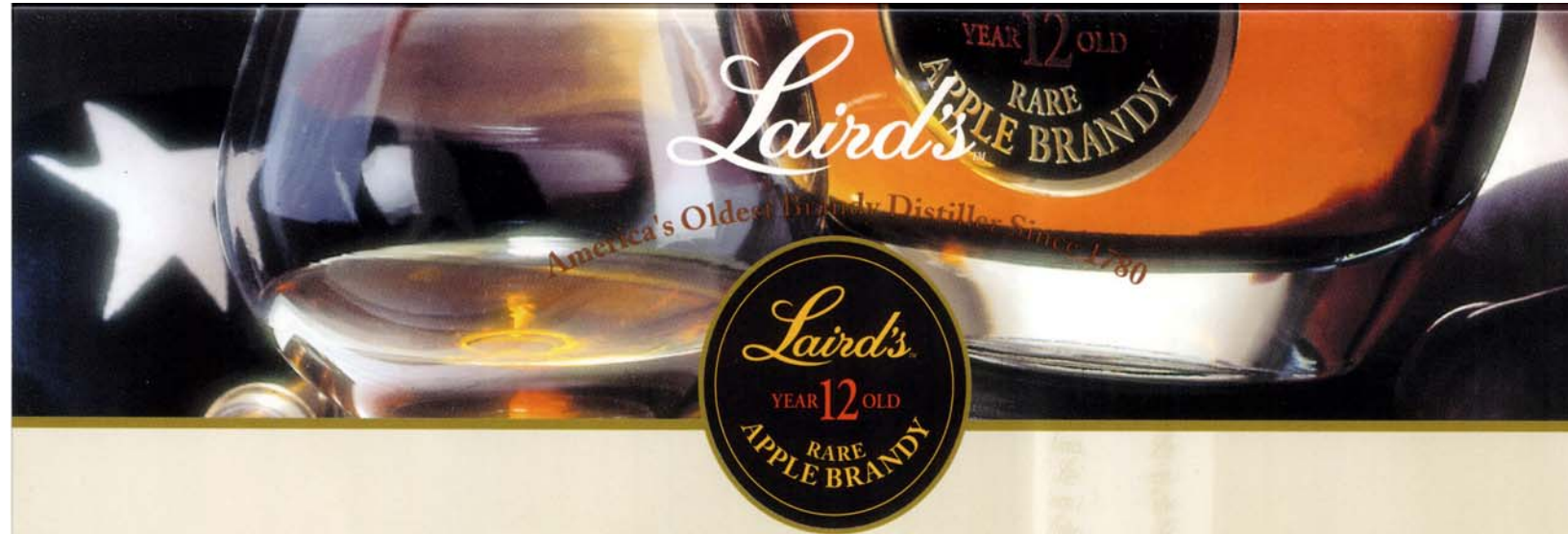
YEAR 12 OLD

RARE
APPLE BRANDY

750 ml



AMERICA'S OLDEST BRANDY DISTILLER • SINCE 1780



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. Ideally, it should never be positioned in the specialty spirits category.

At Laird & Company, we have been producing fine aged Apple Brandy longer than anyone else in America. In fact, 300 years of patience, skill and experience go into every bottle of Laird's Rare Old Apple Brandy. One taste and you'll recognize its unique, full-flavored heritage.

William Laird, a County Fyfe Scotsman, immigrated to Monmouth County, New Jersey in 1698. While in his native Scotland, William was involved in the production of Scotch. Thus, upon his arrival in the New World, he employed his expertise by using the most abundant natural resource in the area, apples. He began distilling Apple Brandy and sharing this delightful spirit with friends and neighbors.

As word spread, demand grew. And by 1780, what began as a small farm enterprise, had become America's first commercial brandy distillery, producing the same smooth Apple Brandy Laird is now famous for.

For 300 years the art of producing Apple Brandy has been passed down through succeeding generations of the Laird family. Eighth generation, Larrie W. Laird, currently heads America's oldest family of brandy distillers. He is joined by his nephew, John E. Laird, III and his daughter, Lisa Laird Dunn, who take great pride in continuing their legacy.

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 an extremely pure spirit beverage. Only whole tree ripened apples are selected. No additives, starters or yeast cultures are ever employed. The fermentation process is a natural one, never hurried. After distillation, the brandy is left to age and mature quietly in charred oak barrels for 12 years.

Only those barrels of exceptional taste and character are then hand selected by our Master Distiller Lester "Mac" Clements, for our 12 Year Old Rare Apple Brandy. We bottle only a very limited quantity, by hand, a batch at a time, with each bottle bearing its batch number, date of bottling and bottle number.

Three hundred years of patience, skill and experience has taught us perfection cannot be hurried. You have the Laird family's personal guarantee of the finest brandy ever made.

YEAR 12 OLD

