

Heritage Distilling announces acquisition of Thinking Tree Spirits

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Heritage Distilling Company, Inc., a leading craft distiller of innovative premium brands, announced the acquisition of Thinking Tree Spirits, Inc. (Thinking Tree), a craft distillery based in Eugene, Oregon. Upon the transaction closing, which is expected today, Heritage will own 100 per cent of the Thinking Tree assets and brands. The combined entity will have two production facilities for spirits, one in Tumwater, Washington and the other in Eugene, Oregon, five retail tasting rooms, a combined online direct-to-consumer presence and growing wholesale distribution across the Pacific Northwest and several new states in the Midwest.

As part of its plans for the combined entity, Heritage intends to move its tasting room activities, samplings, drinks service and its unique Cask Club program currently housed at 110 Madison in Eugene's Whiteaker District, to the existing Thinking Tree building three blocks away. This will create a much larger combined and co-branded retail tasting room and event experience centre. In addition, Thinking Tree's production will move into, and be combined with, Heritage's production at the 110 Madison location, helping to create more capabilities and scale to allow the Thinking Tree brands to grow more efficiently. Heritage will continue to produce and distribute its current Heritage brands as well. Thinking Tree's tasting room and retail operations will remain intact while customer service, sampling and drinks of both Heritage's and Thinking Tree's products will be available with a tasting room expansion that will more than triple the current footprint. Both the facility move and tasting room expansion are expected to be completed by the 2024 Memorial Day weekend. Several Thinking Tree employees will move under the parent company of Heritage as part of the transition.