

Client: Goodridge&Williams Distilling

Descripton: Product launch for Highball canned cocktail

Goodridge&Williams introduces Highball, a distinctly Canadian expression of the classic cocktail

In Japan, the Highball cocktail is revered, with an entire drinking culture dedicated to this balanced, perfected blend of whisky, soda, and ice. Goodridge&Williams Distilling has given the highball a distinctly Canadian-crafted expression with its delicious new drink called, simply enough, **Highball**.

Highball is a clean and pure combination of Canadian whisky and soda. It doesn't contain any carbs, sugar, preservatives or sodium. Highball has been specially created using Goodridge&Williams Western Grains whisky, an outstanding craft Canadian whisky blended with Western Canadian wheat, rye, corn and malted barley. Western Grains is double pot distilled over an abundance of copper for exceptional smoothness, then aged in Bourbon barrels to give this blended whisky notes of new wood, stone fruit, toffee and honey.

Highball delivers the perfect mix of whisky and soda; it's ideal for enjoying on the beach or golf course straight out of the can or poured over ice with a slice of lime at home. Blended to 7% ABV, it's refreshing with pleasing toasty and fruit notes enhanced with the bracing carbonization.

"We were inspired by the Highball culture of Japan," said Adam McDonnell of Goodridge&Williams," and we wanted to create a uniquely Canadian version of this classic cocktail. Highball is already a favourite among our team, and we're excited to share this new drink with thirsty Canadians!"

Highball is available in 355ml cans in BC and Alberta, with distribution across Canada already in the works. For more information about Highball, including where to buy, visit www.drinkhighball.com. Follow them on social media at @drinkhighball for contests and news.

Founded in 2013, Goodridge&Williams has grown to be Canada's favourite and fastest-growing independent craft distillery offering more than 15 delicious craft spirits and pre-mixed refreshers. The entire portfolio can be tasted at its distillery in Delta, BC, just south of Vancouver.