

**FOR IMMEDIATE RELEASE**

**Dry Land Distillers Wins Award at the 2018 London Spirits Competition**

***Prickly Pear Spirit Takes Bronze Ahead of Distillery's Opening in Longmont in June 2018***

**Longmont, CO – April 12, 2018** – [Dry Land Distillers](#), a Colorado craft distillery opening in June 2018, is proud to announce their Bronze Medal win at the international [London Spirits Competition](#) for their Prickly Pear Spirit. The competition celebrates spirits that are both enjoyable and easy to drink, and rewards those that are well-balanced, with acidity, tannins and alcohol levels all working seamlessly together.

“This is a huge win for us – we believed we had created a fantastic original spirit, but it’s different when some of the toughest judges in the world confirm that too,” said Nels Wroe, co-founder of Dry Land Distillers.

The London Spirits Competition is the only event that judges spirits on three key elements: quality and drinkability, value for the money, and packaging and design. To be an award winner, the spirit must be a top-quality spirit that tastes great and offers the consumer great value for money. Also, the branding must be visually appealing, and must truly stand out on the shelf or behind the bar.

“Our Prickly Pear Spirit is a genuine Colorado original, and it’s great to see it competes with some of the best spirits in the world. Colorado – and Longmont in particular – is a center of innovation for craft distilling, and we’re certainly excited to be a part of it,” said Aaron Main, co-founder and distiller at Dry Land Distillers.

Dry Land Distillers is working with ingredients that celebrate the diverse Colorado ecosystems to craft unique spirits that are highly complementary to the other craft distillers cropping up in Longmont and Boulder. The team created their mezcal-style smoked Prickly Pear Spirit after experimenting with different crops native or suitable to the Colorado environment. “It was a big challenge to get the roasting and fermentation process to work on the cactus, but perseverance (and tolerance for removing cactus thorns from fingers) paid off,” said Wroe. “As far as we know, this is the first time anyone has distilled cactus in the way we’re using it,” he added.

Dry Land Distillers is already in production, and their tasting room in the heart of downtown Longmont will be opening in early June. The tasting room will be family-friendly, offering up a variety of handcrafted cocktails, non-alcoholic cocktails, and handmade sodas.

In addition to their Prickly Pear Spirits, they are crafting a single malt whiskey from 100% heirloom wheat – also a first. “The grower of our wheat doesn’t know of any other spirit distilled from the grain. It’s shaping up beautifully in the barrel, and we’re excited to release our first bottles soon after we open in June,” said Main.

As for their award-winning Prickly Pear Spirit, Wroe says they will fulfill all pre-orders first while keeping plenty of bottles available for the opening. “We aren’t pre-selling the whole batch. We want to ensure we have bottles available for people to pick up at the tasting room, but we’re definitely looking to increase our production this summer. The win in London has generated a lot of interest,” he added.

For this year’s London Spirits Competition, there wasn’t enough time to properly age the Prickly Pear

Spirit. At next year's competition, Main and Wroe are hoping their barrel-aged Prickly Pear Spirit will be in the running for a Gold Medal.

### **About Dry Land Distillers**

Dry Land Distillers is a craft distillery in the heart of downtown Longmont that produces unique spirits influenced and inspired by Colorado's landscapes. Their focus is heirloom wheat whiskey, prickly pear spirits, spruce gin, and other spirits that represent the authentic flavors of the American West. Their production and tasting room are located in a historic building in downtown Longmont that will also be home to a restaurant, coffee shop and entertainment venue. Dry Land Distillers tasting room will be open in June 2018. Private tours, tastings and cocktail classes will also be available. For more information call: (720) 600-4945 or visit: [www.drylanddistillers.com](http://www.drylanddistillers.com). Follow us on Facebook at [facebook.com/drylanddistillers/](https://facebook.com/drylanddistillers/) and Instagram @drylanddistillers.

### **Media Contact**

Ali Randall

Daisy Public Relations

Phone: (303) 718-3373

Email: [alidaisypr@gmail.com](mailto:alidaisypr@gmail.com)

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