



FOR IMMEDIATE RELEASE

Land Run Distillery Wins Daring Distillers Award, Announces Limited Evel Knievel Commemorative Bottle

NEWKIRK, Okla. (May 19, 2025) — Land Run Distillery announced today two limited-edition bottles created to honor legendary daredevil Evel Knievel. The commemorative release follows Land Run's recent win of the **American Icon Spirits 2025 Daring Distillers Award**, a national recognition for innovation in bourbon maturation and finishing. Land Run earned the award after competing against distilleries across the U.S. The accolade reinforces the distillery's commitment to quality, innovation and authenticity in premium whiskey production.

As part of a newly formed partnership with American Icon Spirits, Land Run will release a commemorative **Evel Knievel Limited Release** whiskey collection featuring two expressions: a pecan-finished bourbon and a 5-year cask-strength bourbon. The pecan-finished whiskey features a bold red, white and blue label inspired by Knievel's iconic jumpsuit, wrapped around Land Run's signature bottle - a nod to the daring spirit that made him a legend. The 5-year cask strength expression, **Snake River Reserve**, pays tribute to Knievel's infamous canyon jump and comes packaged in a sleek black-and-gold label that reflects its premium status, higher proof and limited availability. Designed for serious collectors, this elevated release will carry a higher price point. An iconic twist on Land Run's classic design, both bottles are part of a limited release available to reserve in Oklahoma, Texas and select U.S. markets at landrundistillery.com.

"The partnership with American Icon Spirits felt like a natural fit," said Jeff Casey, founder and master distiller at Land Run Distillery. "Our story, and Oklahoma's story, began when prospective settlers raced into the unknown, staked their claim and built a life on land made available through the Land Act of 1893, which opened the Cherokee Outlet to settlement. That land would shape generations, including my own. Evel Knievel did the same, just with a motorcycle and a little more flair. He defied the odds, took risks most wouldn't dream of and turned a little courage and a lot of determination into a legacy. Our whiskeys are a tribute to that same spirit: bold, authentic and unapologetically American."



Alongside the Evel Knievel collection, Land Run is introducing the first releases in its core lineup: **Pecan Finished Straight Bourbon, Small Batch Elite Straight Bourbon and Small Batch Elite Straight Rye**. Each bottle reflects the distillery's commitment to quality, flavor and tradition.

Land Run has also unveiled a special limited-edition release: the **Founder's 500**, a collectible bottle commemorating the thrill of the starting line and a nod to American racing tradition. First presented during qualifying rounds at one of the most iconic racetracks in the country, the bottle features new packaging and design, including checkered flag elements and a stylized vintage photo inspired by 1960s open-wheel race cars. Released alongside Land Run's core whiskeys and Evel Knievel limited editions, the Founder's 500 adds a bold, collectible twist to a launch that marks the beginning of regional growth and national expansion.

Crafted using only the finest grain, limestone-rich water and meticulous attention to detail, from grain selection through aging and finishing, Land Run delivers an ever-evolving landscape of exceptional flavor profiles you won't find anywhere else.

Award-Winning Spirit:

Straight Bourbon Whiskey Finished with Pecan Wood

2025 Daring Distillers Award Winner

Bold and distinctive, this pecan-finished straight bourbon delivers an Oklahoma-worthy flavor experience where roasted nuts, caramelized sugar and baking spice meet the structure of high-rye bourbon in a finish that's warm, layered and unforgettable. Barrel-finished with toasted native pecan wood and shell from trees that have endured for generations on our family's land, it's a whiskey shaped by Oklahoma soil and story. Rich in flavor yet rooted in tradition, it redefines what a flavored finish can be: complex, balanced and unapologetically original.

To learn more or reserve one of the first-release bottles — including the Evel Knievel Limited Release or the Founder's 500 — **visit landrundistillery.com**.

About Land Run Distillery

Founded in 2021 by Jeff Casey and Shannon Guthrie, Land Run Distillery produces premium bourbons and whiskeys that honor the legacy of the Oklahoma Land Run. With a tasting room now open on historic Main Street in Newkirk, Oklahoma, Land Run is preparing to build its distillery on the nearby Bar E Ranch — land originally settled by Casey's great-grandfather during the time of the land runs. From grain selection to aging and finishing, the distillery maintains the highest standards,

LAND RUN DISTILLERY

using locally sourced ingredients and limestone-rich water to create refined expressions with distinctive flavor profiles. The distillery's mission goes beyond whiskey — Land Run is committed to community revitalization, historical preservation and sustainable growth within the northern Oklahoma ranching community.

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PREMIUM WHISKEYS ROOTED IN TRADITION