



# THE IRON HORSE

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## HOTEL™

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### **Boutique hotel takes on Jim Beam for it's negative Milwaukee reference**

#### **Responds with 'Barrel 1907,' its own signature whiskey, ready for the tasting this June**

MILWAUKEE, WI (March, 2010) – For a hotel that prides itself on delivering an authentic Milwaukee experience, a recent ad by Jim Beam has triggered both a strong reaction and a creative response. The Iron Horse Hotel owner Tim Dixon knows how much Milwaukeeans like whiskey, and doesn't appreciate the ad. The whiskey giant's newest commercial shows Wisconsin-native Willem Defoe in two 'parallel' lives, one of fame after choosing a bus to New York City and the other *slightly* less glamorous, a life led after choosing Milwaukee. (Think circus star versus cleaning up elephant dung.)

After viewing the commercial, Dixon took to his personal Twitter page: "Doesn't make sense for Jim Beam to bash a city that drinks as much as Milwaukee, does it? - Mind boggling." Then, the Milwaukeean went one giant step further – his hotel will distill and barrel its own whiskey with neighboring Great Lakes Distillery.



#### **Limited edition 'Barrel 1907' debut this summer**

Over a series of meetings between Dixon and Master Distiller Doug MacKenzie, the two crafted an original rye whiskey recipe befitting of the hotel's clientele. Although the hotel will continue to sell Jim Beam, signature cocktails will feature the hotel's own recipe. The special whiskey will be tapped at a party in The Yard this June.

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