

# Valentine

—DETROIT—  
DISTILLING CO.

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OVERVIEW

VALENTINE PHILOSOPHY

- To create quality over and over, each and every day
- To source its ingredients as nearby as possible
- To make internationally acclaimed products, recapturing the world-class status of “Made in America”

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“I am most proud that Valentine Distilling Co. is able to continue in the tradition of quality Detroit manufacturing, and that we are able to export products that rival anything produced around the world.”

– Rifino Valentine, Founder

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QUALITY SPIRITS

Valentine Vodka

Valentine White Blossom Vodka

Liberator Gin

Liberator Old Tom Gin

Mayor Pingree Bourbon

Mayor Pingree Rye Whiskey





## COMPANY & PRODUCT FACT SHEET



### VALENTINE DISTILLING CO.

Established in 2007 and among the nation's first craft distilleries, Valentine Distilling Company is an American pioneer of small batch, handcrafted spirits. The company's award-winning vodka, gin, and bourbon are available throughout in eight states the United States and in six other countries. In the tradition of Detroit's manufacturing leadership, Ferndale, Michigan-based Valentine Distilling Company is dedicated to American ingenuity, quality manufacturing, and small batch distilling using old world techniques that create superior products.

### FOUNDING PHILOSOPHY

"I have a simple philosophy: everything that I do must be done with quality in mind above all else," says Rifino Valentine, Founder, Valentine Distilling Co. "I've always appreciated the American craftsman; working by hand, making one of a kind items that stand the test of time."

In an era of mass production, squeezing costs and maximizing profits, one important thing is lost: quality. Taking a stand against mass-produced spirits, Valentine proves that American ingenuity and quality American manufacturing is still alive. In distillation, this means selecting the best ingredients, distilling in small batches, and caring in every single step of the process.

"I take great pride in using old world techniques, techniques that haven't changed in centuries. There are no computers controlling the stills, just our sense of taste and smell to determine the cuts," according to Valentine.

### GROWTH & DISTRIBUTION

Valentine Distilling Co. is a globally, successful company with distribution available throughout the United States.

#### Nationally Serving:

Michigan	Connecticut	Washington D.C.
Illinois	New Jersey	Delaware
New York	Maryland	Minnesota



Valentine Distilling Cocktail Lounge  
161 Vester Ave. Ferndale, MI 48220

Valentine Distilling Co.  
965 Wanda St. Ferndale, MI 48220







## COMPANY & PRODUCT FACT SHEET

### PRODUCTS

#### Valentine Vodka

Complex flavor through the nose and palate — a wonderful example of multigrain vodka. Sweet, smooth and creamy on the tongue with a clean and supple finish.

“World’s Best Vodka” World Vodka Award, London 2016

#### Valentine White Blossom Vodka

Rich tropical fruit salad aromas and flavors of lychee, peach, and elderflower with a satiny, dry-yet-fruity medium-to-full body and a warming, peppery spice, cream, powdered sugar, and mineral finish. An expertly balanced and very flavorful vodka.

Gold Medal, 92 points, “exceptional”  
Beverage Tasting Institute

#### Liberator Gin

Named after the Liberator B-24 heavy bomber built in Detroit during World War II, Liberator Gin is defined as attractive aromas of peppery cinnamon, honey cardamom pastry, dried citrus, and candied juniper with a silky, dry-yet-fruity medium-to-full body and a zesty mélange of citrus, herbal roots, anise, pink peppercorn, cinnamon bark, and chalk notes on the long finish. A well-balanced and spice-forward gin for all applications.

‘Best American Gin’, American Distilling Institute



#### Liberator Old Tom Gin

Beautiful bright amber colors, with brilliant fruity, spicy aromas of carrot cake, cedar forest, saffrafras, and mixed peppercorns. The mouth feel is satiny and vibrant. The finish is a complex and dazzling array of cinnamon roll, nutmeg, and cream, with a moderate amount of oak.

‘World’s Best Cask Gin’, London World Gin Awards

#### Mayor Pingree Bourbon Whiskey Red Label

Distilled from a classic mash of corn, barley and rye. Pot distilled and aged four years yields sweet notes of caramel and brown sugar that complement its spicy notes of rye, cinnamon and woody spices.

#### Mayor Pingree Bourbon Whiskey Blue Label

Age stated single barrel.

#### Mayor Pingree Bourbon Whiskey Black Label

Distiller blend age stated.

#### Mayor Pingree Rye Whiskey Orange Label

Classic American rye whiskey aged at least 4 years.



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## COMPANY & PRODUCT FACT SHEET



### EXECUTIVE TEAM

Rifino Valentine, Founder & President

Sarah Warde, National Sales Manager

Justin Aden, Head Distiller

Heather DeLiso, General Manager

Cocktail Lounge

Laura Shortt, Cocktail Lounge Manager

### KEY FACTS

Founded: 2007

Locations: 2

**Valentine Distilling Company Production**

965 Wanda Street

Ferndale, MI 48220

**Valentine Distilling Company**

**Cocktail Lounge**

161 Vester Street

Ferndale, MI 48220

### CONSUMERS

Those who enjoy quality spirits



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**AWARDS & ACCOLADES**







## BIO

Rifino Valentine, Founder,  
Valentine Distilling Co.

"I am taking a stand against mass produced spirits. I am here to prove that American ingenuity and quality American manufacturing are still alive."



**RIFINO VALENTINE** has a passion for quality. This passion makes quality the key ingredient in everything that Valentine works on.

Rifino Valentine spent his childhood growing up in Leelanau County in Michigan. He then ventured off during his college years to attend Cornell University where he majored in economics as well as was a team member of the wrestling team. In 1993, Valentine graduated from Cornell with his degree. From there, he went on to Wall Street where he was an equities trader for 11 years.

His adventure into the spirits industry all started while he was out one night and had ordered a dirty martini. Valentine realized that the only way he could receive a dirty martini was to consume a mass-produced, imported vodka. And people were claiming those to be "top shelf." Yet, he didn't understand why he wasn't able to find a quality American produced vodka. This set him out on his mission that is known today as Valentine Distilling Co.

In 2005, he came back to Michigan and started working side-by-side with Dr. Berglund who leads the Michigan State University's Artisan Distilling program. Dr. Berglund mentored Rifino to show him the ropes of fine distilling craftsmanship.

His experience on Wall Street led Valentine to realize we were losing quality manufacturing in America. It is moving overseas and mass production has diminished the quality of products. Rifino set out on a goal to create a manufacturing business revolving around distilling quality products in the former birthplace of manufacturing known as Detroit. And in 2007, he founded Valentine Distilling Co. with the intent to show America that quality manufacturing still exists in Detroit. Valentine Distilling Co. is globally and nationally recognized.

Valentine is a founding member and served as the first president of the Michigan Craft Distillers Association. He resides in Ferndale, Michigan with his wife Alina and dog Sherbert.



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