



★ ★ ★
DEAD MEN
of
WHISKEY

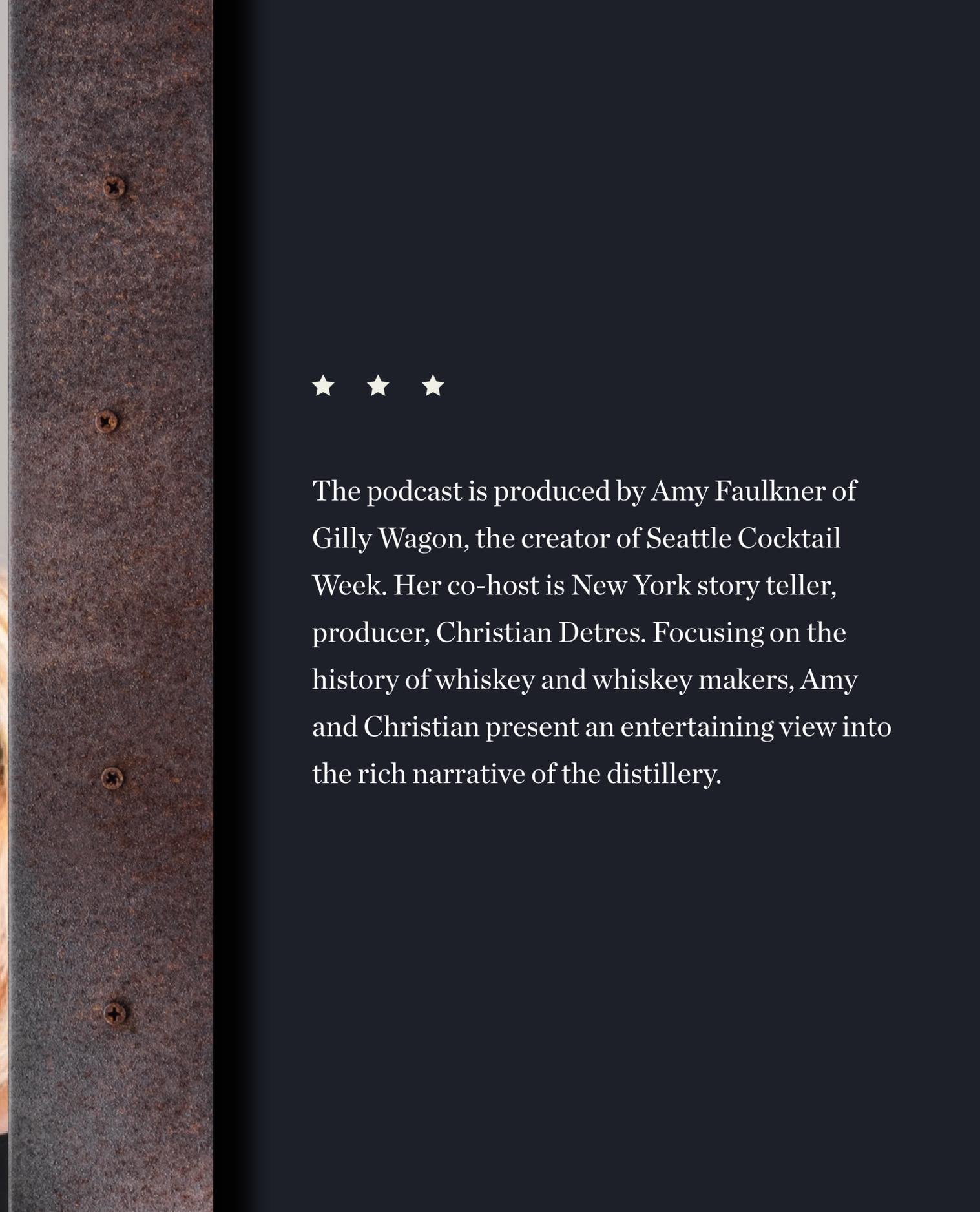
*A podcast about the remarkable lives and sometimes
unusual deaths of the names we all know in whiskey.*



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The podcast is produced by Amy Faulkner of Gilly Wagon, the creator of Seattle Cocktail Week. Her co-host is New York story teller, producer, Christian Detres. Focusing on the history of whiskey and whiskey makers, Amy and Christian present an entertaining view into the rich narrative of the distillery.





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A podcast about the remarkable lives and sometimes unusual deaths of the names we all know in whiskey.

Dead Men of Whiskey focuses episodes on a specific distiller or event relevant to the history of whiskey. Season two will also introduce live video shows with brand ambassadors and special guests talking about the products, answer questions and interactive moments of fun. The podcast was intentionally designed to captivate a wide range of audiences, from the whiskey curious to whiskey aficionados, as the hosts tell stories that connect listeners to the brands and product behind them.

Are they true? Sometimes! Listen as Amy and Christian try to sort the facts from the fiction while they enjoy a glass of whiskey.



Dead Men of Whiskey reached the top 20% of podcasts within its first month of release.

Through work with Seattle Cocktail Week and Seattle Cocktail Club, Amy has heard great stories about the men who made our favorite whiskeys. Whether from career bartenders or brand ambassadors, family fables or the next bar stool over, these are the tall tales that keep the legends alive.

Surprised to discover that there are so many well-known names in whiskey that most people know nothing about, we created a podcast that delves deep into the lives of these amazing people whose stories have been swirling around our rocks glasses untold.

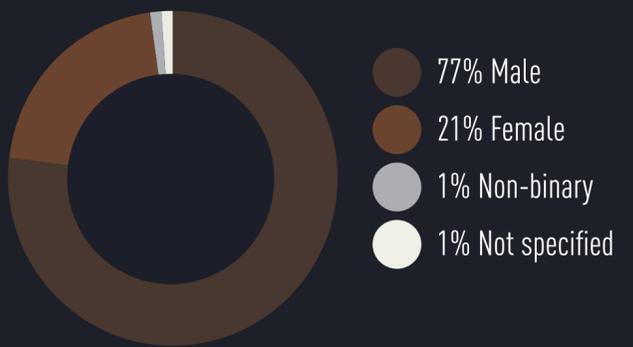
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Demographics

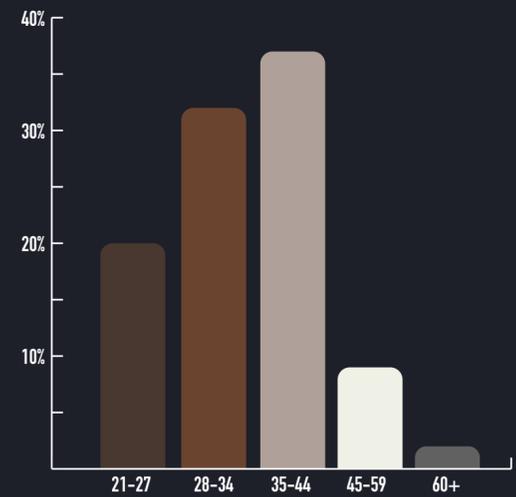
Launching June of 2020, the first season of the podcast saw incredible growth within its first 30 days, attracting listeners across 36 different countries.

Demographics

Gender



Age



Social Media



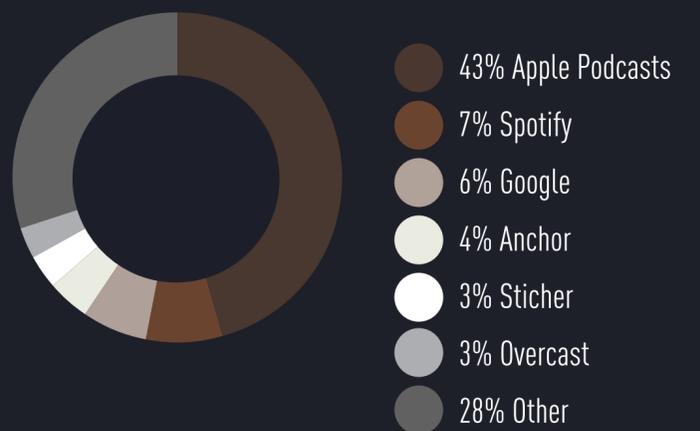
2787 followers



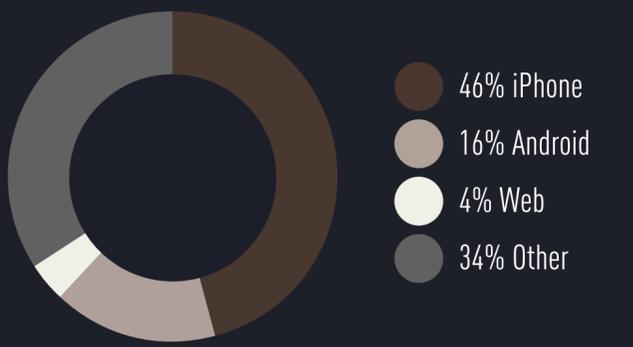
353 followers

How people are listening:

Device



Platform





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Press

Whiskey Advocate:

www.whiskyadvocate.com/whisky-podcasts-and-shows

Bar Business Magazine:

www.barbizmag.com/news/a-new-podcast-for-whiskey-lovers

425 Magazine:

www.425magazine.com/dead-men-of-whiskey



Season Two:

All Releases happen on “Whiskey Wednesdays”

Episode 1 | Johnnie Walker
Release Date: January 20, 2021

Episode 2 (Live) | with special guest
Release Date: January 27, 2021

Episode 3 | William Bainbridge
Release Date: February 3, 2021

Episode 4 (Live) | with special guest
Release Date: February 10, 2021

Episode 5 | Colonel Taylor
Release Date: February 17, 2021

Episode 6 (Live) | with special guest
Release Date: February 24, 2021

Episode 7 | Helen Cumming
Release Date: March 3, 2021

Episode 8 (Live) | with special guest
Release Date: March 10, 2021

Episode 9 | John Jameson
Release Date: March 17, 2021

Episode 10 (Live) | with special guest
Release Date: March 24, 2021

Episode 11 | JR Ewing
Release Date: March 31, 2021

Episode 12 (Live) | with special guest
Release Date: April 7, 2021

Episode 13 | Dr. William Forrester
Release Date: April 14, 2021

Episode 14 (Live) | with special guest
Release Date: April 21, 2021

Episode 15 | Basil Hayden
Release Date: April 28, 2021

Episode 16 (Live) | with special guest
Release Date: May 5, 2021

Episode 17 | Evan Williams
Release Date: May 12, 2021

Episode 18 (Live) | with special guest
Release Date: May 19, 2021

Episode 19 | Pappy Van Winkle
Release Date: May 26, 2021

Episode 20 (Live) | with special guest
Release Date: June 2, 2021

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Season One:

Season One focused episodes on a specific distiller or event relevant to the history of whiskey, with shorter minisodes focusing on the process, principles, and particulars of producing whiskey.

Episode 1
James E. Pepper

Minisode 1.5
Bottled in Bond

Episode 2
Jack Daniel

Minisode 2.5
The Lincoln County Process

Episode 3
The Temperance Movement

Minisode 3.5
Barrels – A Char is Born. Do a Barrel roll

Episode 4
George Dickel

Minisode 4.5
Whiskey vs. Bourbon –
Let's Get Ready to Stumble

Episode 5
James Buchanan

Minisode 5.5
To Y or not EY?

Episode 6
Clyde May

Minisode 6.5
It Starts as Beer

Minisode 7
Prohibition

Minisode 7.5
That's Neat!

Episode 8
Jim Beam

Minisode 8.5
Angel's Share

Episode 9
Elijah Craig

Minisode 9.5
White Whiskey

Episode 10
Uncle Nearest



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Partnership Opportunities

Virtual Events | Show Sponsorship | Live Shows

We have a variety of ways for brands to be involved in the Dead Men of Whiskey podcast. We believe that the most successful partnerships are the result of identifying where your brand's marketing initiatives align with our audience and customizing your sponsorship to meet those needs. We would love the opportunity to talk to you and explore these possibilities.



Virtual Events

Dead Men of Whiskey hosts Amy and Christian will invite their audience to attend a live event that is presented by your brand. These events have custom content, fun and games, and through a partnership with a spirits delivery service, they can even support hands-on live tastings.

Show Sponsorship

If you want to get your brand or product in front of an audience of engaged whiskey fans, You can sponsor a show or even a segment within a show and Amy and Christian will incorporate your brand with custom content that highlights your talking points.

Live Shows

Want to truly connect with the Dead Men of Whiskey audience on both a brand and product level? Our live shows are designed to not only give our fans an interactive hands on experience with your products, they will also leave with a deep connection to your brand. Our live shows are available for sponsorship in two formats. Both formats begin with attendees arriving at the event, greeted with a welcome drink and a 30 minute social. The show opens with a branded ice breaker activity to get the audience energized and Amy and Christian telling the tales of a dead man of whiskey (yours!).

Tasting Format:

Throughout the show, the content is developed in a way to accommodate stories around three different tastings of your product.

Hands On Lab Format:

The show takes a break in the middle to allow Amy and Christian to work with attendees as they participate in a hands-on lab which may include cocktail making class, interactive tasting, etc.

The live shows will ensure guests will leave with a deeper knowledge of your expressions, the stories behind them, and a connection to your brand that is enveloped within a fun night out.



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Leave the work to us

Dead Men of Whiskey is produced by the event production company GILLY WAGON. This makes us uniquely qualified to not only bring all of the Dead Men of Whiskey fun, but to also provide a turnkey event solution for our virtual and live shows. Leave all the work to us.

GILLY 
WAGON

Gilly Wagon is a Seattle based event production company that produces Seattle Cocktail Week. We believe that the special sauce of every great event is the unexpected, teeny tiny details that differentiate events - with a commitment to hyper-focusing on every detail to create a phenomenal experience.

www.teamgillywagon.com

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Cheers!

For more information contact :

Jessica Parker

hello@deadmenofwhiskey.com