

UNCLE NEAREST HBCU

OLD FASHIONED CHALLENGE

HELP US RAISE \$1.4 MILLION FOR
HISTORICALLY BLACK COLLEGES AND UNIVERSITIES

From January 15, 2024 (in honor of MLK Jr. Day) through June 19, 2024 (in honor of Juneteenth), Uncle Nearest is partnering with our on-premise, off-premise, and eCommerce accounts, as well as our Uncle Nearest #WhiskeyFamily to raise up to \$1.4 Million for Historically Black Colleges and Universities (HBCUs) in order to provide one full in-state tuition scholarship to each of the accredited schools. As reported by:



Forbes Parents
MAGAZINE

BLACK
ENTERPRISE

CBS

THE CENTURY
FOUNDATION

as well as dozens of other media outlets, HBCUs have been grossly underfunded by at least \$12.8 billion over the past 30 years. Uncle Nearest, along with your help, will work to shine a light on this disparity in funding. But as with everything we do, we will not just talk about it, we will put our money where our mouth is, and pledge \$1 for every Uncle Nearest Old Fashioned cocktail or cocktail kit sold across the country beginning on MLK Jr. Day on January 15th and continuing through Juneteenth on June 19th.

UNCLE NEAREST

PREMIUM WHISKEY

- Uncle Nearest Premium Whiskey is the most awarded Bourbon and American Whiskey of 2019, 2020, 2021, 2022, and 2023.
- It is the first brand to honor an African American—the first known African American master distiller, Nearest Green.
- The brand is Black woman founded, owned and led and is the fastest growing American whiskey brand in history.
- The sale of our whiskey provides college scholarships, through the Nearest Green Foundation, to descendants of Nearest Green. We are excited to expand the Foundation's giving through this initiative to support all accredited HBCUs in the country.

The
MOST AWARDED
BOURBON *and* **AMERICAN WHISKEY**
of 2021, 2022 and 2023

OFF-PREMISE



Any retail account that features Uncle Nearest Old Fashioned display items merchandised with accompanying ingredients in their store and agrees to post the details of the promotion alongside it is welcome to participate.

Participating accounts will be recognized on the program's website.

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On a monthly basis, each account will report to the Uncle Nearest team on the number of Uncle Nearest Premium Whiskey bottles sold.

Aggregate reporting will be posted by Uncle Nearest on the public website listed below to track the program's progress.

WWW.OLDFASHIONEDCOCKTAIL.COM



Once the program concludes and all account partners complete reporting, Uncle Nearest will count all of the retail bottles sold nationwide and donate \$1 per bottle towards providing one full in-state tuition scholarship at all accredited HBCUs, up to \$1.4 Million. An additional \$1 per bottle will be donated for each consumer photo of Old Fashioned cocktails made at home submitted through our website.