

# 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 15<sup>th</sup> and continuing through Juneteenth on June 19<sup>th</sup>.

# 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*

# ON-PREMISE



Any bar or restaurant that features an Uncle Nearest Old Fashioned cocktail (or variation) on their menu or as a special 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.

## UNCLE NEAREST HBCU OLD FASHIONED CHALLENGE

On a monthly basis, each will report to the Uncle Nearest team on the number of Uncle Nearest Old Fashioneds sold.

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

[WWW.OLDFASHIONEDCOCKTAIL.COM](http://WWW.OLDFASHIONEDCOCKTAIL.COM)



Once the program concludes and all account partners complete reporting, Uncle Nearest will count all of the Old Fashioneds sold nationwide and donate \$1 per cocktail towards providing one full in-state tuition scholarship at all accredited HBCUs, up to \$1.4 Million.