



TRAINING PROGRAM

May 5, 2025



ABOUT US

OUR STORY

GROUNDBREAKING WITH TRADITION

Founded in 2013 with production beginning in 2014, Eau Claire Distillery became Alberta's first craft distillery — a bold step forward rooted in old-world ways. From day one, our sights were set on whisky.

While our barrels quietly matured, we filled the gap with handcrafted white spirits, ready-to-pour cocktails, and even our own line of tonic waters — all crafted with the same farm-to-glass philosophy.

As a Certified Farm Distillery, we grow our own barley using horse-drawn equipment from the 1920s, embracing a slower, more deliberate way of making spirits.

Because here, tradition isn't just remembered — it's lived.



GROUNDBREAKING = WITH = TRADITION



We embrace Alberta's peerless provenance and heritage, celebrating horse farming and championing farm-to-glass whisky making.

We plough a dual furrow of tradition and innovation. Breathing new life into old ways, harnessing the uber terroir of Alberta and pioneering new world distilling to create the peerless expression of the best of Canada.



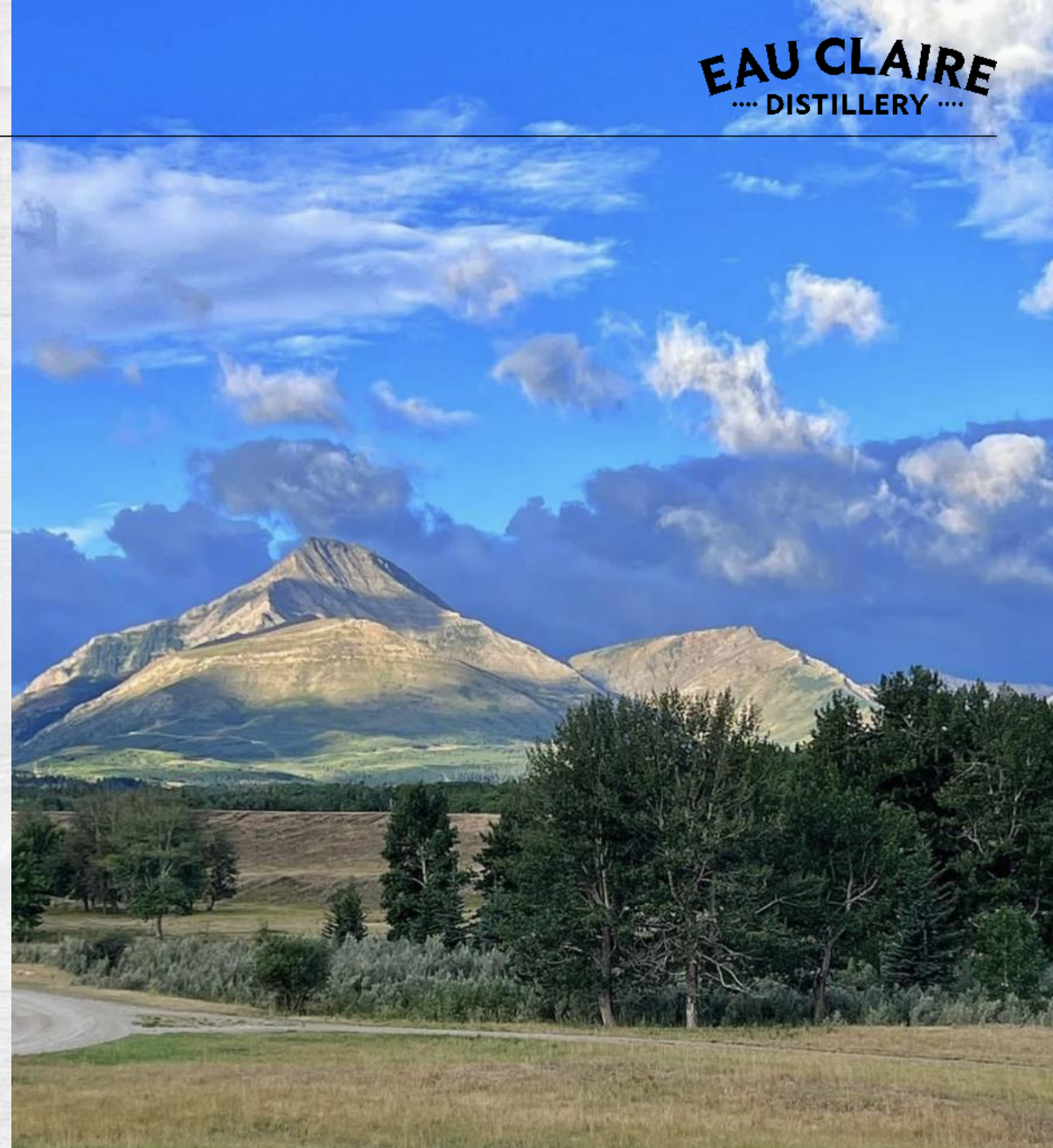
HOME OF THE ANGEL'S GIFT®



Massive shifts in air pressure are caused by Chinook winds—warm Pacific air streams that barrel over the Rocky Mountain peaks and descend into our high-altitude home in the foothills. These dramatic weather patterns can bring temperature swings of up to 80 degrees from season to season.

This means our whisky matures faster – twice as fast as Scotch – and we lose more water than usual, leaving greater depth of flavour in your glass of whisky.

Not so much the Angel's Share as the Angel's Gift®.



UBER TERRIOR

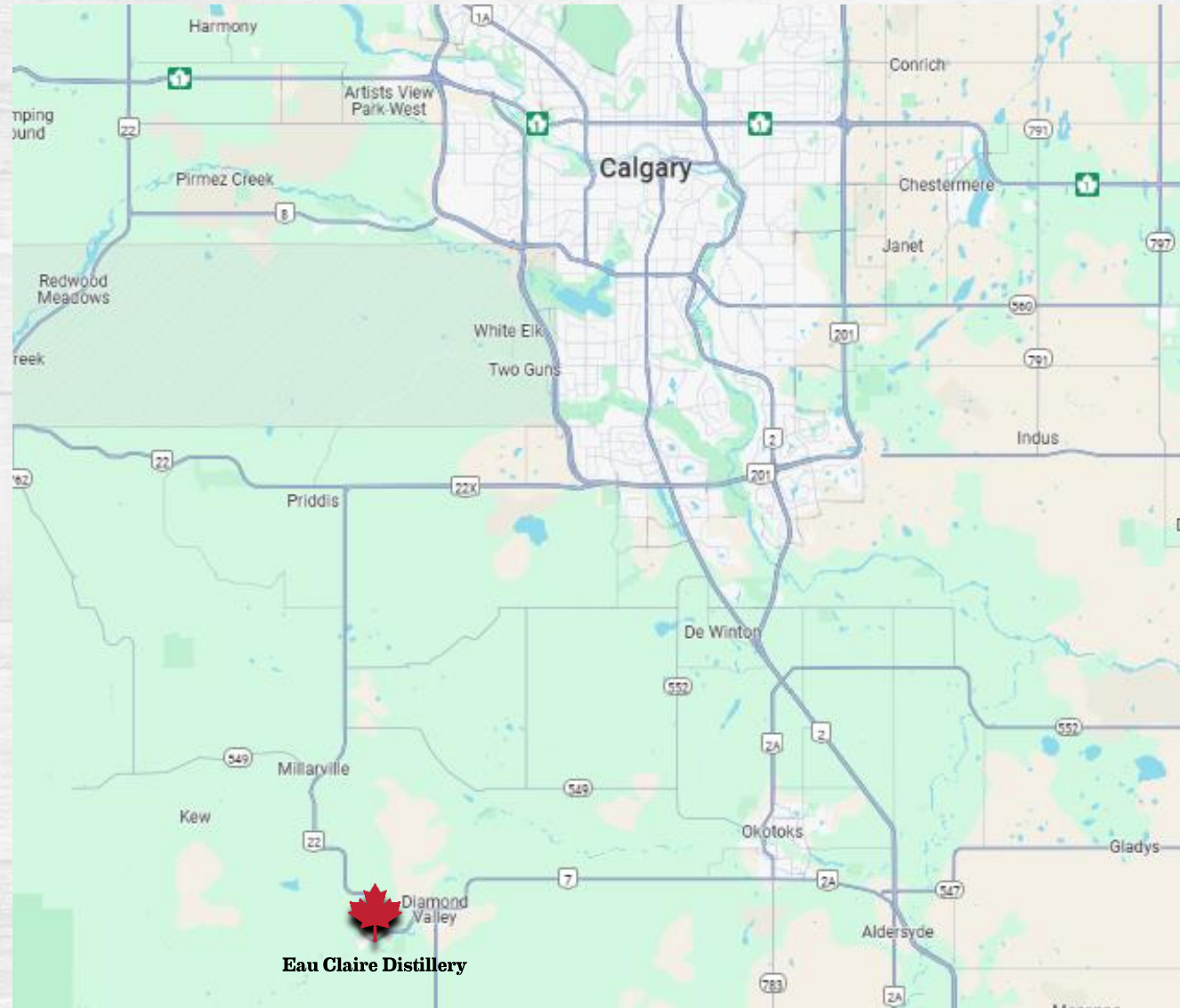
THE BEST BARLEY IN THE WORLD



Eau Claire Distillery is located in **Turner Valley**, just **45 minutes from Calgary**, in the heart of Alberta's world-famous barley belt.

Alberta-grown barley is considered the best in the world, thanks to our hot, dry summers and ideal 100-day growing season.

You've likely tasted it in top whiskies around the globe — now enjoy it in the **craft spirits made right here at home**.



A PENCHANT = FOR = PERCHERON



Every year, we farm about 20 acres of Alberta barley using our own team of much-loved thoroughbred Percheron draft horses, renowned for their intelligence and willingness to work.

They keep us close to our farm-to-glass heritage and help to preserve the best of the old ways to complement our new world distilling.

Our rare, small batch horse-powered whiskies embody both our belief in the philosophy that less is more and the true character of Canada.



CRYSTAL CLEAR WATER



High up in the Canadian Rockies, Sheep River flows fast down the steep slopes of Mount Rae, carrying clear water – eau claire – to our distillery door.

The high-altitude Sheep River Provincial Park is a place of vast valleys and velvet-soft Alpine forest, with wide tracts of wilderness offering unparalleled natural beauty.

Our river grows mightier on its descent, fed by streams and springs, run-off and waterfalls, a sparkling and shimmering ribbon undulating towards Turner Valley. From glacial melt to crystal clear water to the greatest in Canadian spirit.



RUPERT'S WHISKY



PRICE Suggested retail: \$35.95

SIZE 750ml

ABV 40%

A smooth and easy-drinking Canadian whisky made with 100% Alberta-grown barley. Rupert's is crafted to be approachable, versatile, and proudly local — the perfect everyday pour.

KEY SELLING FEATURES

- Locally Made: Crafted from Alberta barley and distilled in the foothills of the Rockies.
- Approachable Profile: Light, smooth, and balanced with notes of vanilla, toffee, and soft oak.
- Versatile: Perfect neat, on the rocks, or in your favourite whisky cocktails
- Aged in Ex-bourbon and Ex-Sherry Barrels
- Awarded 2024 best Canadian whisky by the San Francisco World Spirits competition



READY TO DRINK

Key Selling Features

- 5% ABV, No mixing, no mess — just pour, sip, and enjoy.
- Made with real craft spirits — because you deserve better in a can.



Eau Claire Cocktail Caddy

- Suggested retail: \$32.95 /12-PACK

- Features, Eau Claire Pink Lemonade, Hard Iced Tea and Vodka Mule
- 5% ABV, No mixing, no mess — just pour, sip, and enjoy.
- The Best way to kick start your long weekend with local flavours.



Dill Pickle Caesar

- Suggested retail: \$14.95/6-PACK

- A bold, savoury take on the Canadian classic Caesar.
- Made with real dill pickle brine — tangy, zesty, and brimming with flavour.
- No MSG, unlike leading competitors.
- Crafted in Calgary, Alberta — the birthplace of the Caesar.
- Ready-to-drink and perfect for brunch, patios, or game day.



THANK YOU

APRIL 14, 2025