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Sazerac of New Hampshire Adopts New Name Honoring the Local Geographic Landscape

Sazerac of New Hampshire is now called Granite State Distilling

LONDONDERRY, NH (Sept. 16, 2020) – Sazerac of New Hampshire, a distilled spirits bottling facility nestled in Londonderry, New Hampshire, got a new name this year. The operation will now be called Granite State Distilling, which pays homage to the natural beauty and numerous granite quarries scattered throughout the state.

Sazerac originally acquired this Londonderry location in 2014, although it has long been established, providing a “stable and consistent source of work for those employees [who] have been here for 20 plus years,” says plant manager Ken Rackliff. Currently, the facility employs six to eight people full-time, but opportunity to expand down the line is not out of the question. Rackliff went on to say that the new, more localized name will be one the team can rally around, helping to bolster employees’ sense of pride in the company and their hometown.

The new, circle-shaped logo features a dense Appalachian mountaintop in a simplified black, white, and light copper color scheme, complete with two outlines of the state of New Hampshire. The hues depicted in GSD’s new brandmark are consistent with the earth tones across all of Sazerac’s brands, yet encapsulates a local flavor that is key to its identity. The new sign was installed on-premises in summer 2020, and products bottled there will reflect the name change in the very near future.

About Sazerac

Sazerac is one of America's oldest family owned, privately held distillers with operations in the United States in Louisiana, Kentucky, Indiana, Virginia, Tennessee, Maine, New Hampshire, South Carolina, Maryland, California, and global operations in the United Kingdom, Ireland, France, India, Australia and Canada. For more information on Sazerac, please visit www.sazerac.com.

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