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WHISKEY LAB FOR OAK BARREL-AGING AT HOME WILL BE MANUFACTURED BY BRAIN LABS, LLC IN PORTLAND, OR.

### Barrel-aging, without the barrel:

“Share. Learn. Have Fun.” That’s what the Portland, Oregon-based creators of Whiskey Lab had in mind when they developed their product. Whiskey Lab is a unique vessel designed for home enthusiasts to explore “barrel aging” whiskey or other spirits, without the barrel. “We want to develop those great notes of wood, caramel, and spice that you get from barrel aging, but who has room for a 50-gallon barrel in their basement?” says Alexander Laws, of BRAIN Labs, LLC.



Whiskey Lab is easy to use. Simply fill the container with your choice of off-the-shelf unaged whiskey (also known as “white dog”), tequila, beer, wine, or even vinegar. The possibilities are endless. Then sit back and wait for the combination of wood, oxygen, and time to work it’s magic to produce complex flavors and aromas.

Laurel Swift of BRAIN Labs, LLC. describes how Whiskey Lab began, “It was really a do-it-yourself project. We already enjoyed tasting and sharing whiskey with friends. And there are a lot of local micro-distilleries that are producing great white whiskeys that you can age yourself. We wanted to see how wood-aging develops the whiskey character that we enjoy. But when we tried some of the products that were available at the time, like mini-barrels and wood-aging sticks, we were disappointed with the results. So we thought, there must be a better way.” The group of friends and engineers set out to solve the problems they had experienced with other products—flavors that changed from weak to overwhelmingly woody, lack of complexity, and excessive evaporation. Along the way they tried many different solutions; getting together often to taste and discuss how to improve the process. When they settled on the design that was to become Whiskey Lab, they realized that they had something really special—a vessel that performs like the full-sized barrels used by distilleries, without the disadvantages of mini barrels and sticks



The reason that Whiskey Lab works so well is *because* it isn’t all wood. As you make a barrel smaller, you have a higher ratio of wood in contact with a smaller volume of liquid inside, which can cause the woody-flavored elements to diffuse into the liquid too quickly. Whiskey Lab solves this problem with its stainless steel body. By keeping the ratio of wood-to-liquid similar to a full-sized barrel, the flavors that develop are complex, yet balanced.



Whiskey Lab is both practical and beautiful, with a stainless steel body, laser-marked graphics, and custom silicone stopper and pour spout. Whiskey Lab's design incorporates a removable stopper so that you can pour a taste and a glass view bulb that lets you inspect the color of your spirit as it ages. The wooden Barrelheads are made from French or American oak that is custom toasted and charred, then laser-engraved with these details and serial number.

Whiskey Lab will be produced in Portland, Oregon by BRAIN Labs, LLC, a group of five friends who met while in engineering school at the University of Colorado, Boulder. BRAIN Labs is raising funds to begin manufacturing Whiskey Lab through a Kickstarter campaign that begins on July 27<sup>th</sup>.

To learn more about Whiskey Lab or BRAIN Labs, LLC, contact [Team@WhiskeyLab.net](mailto:Team@WhiskeyLab.net).

