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MGP Increases Initiatives to Meet Evolving Beverage Alcohol Customer Needs; Adds Over a Dozen Select Blend Whiskeys to Product Offerings

ATCHISON, Kan., May 27, 2014 (GLOBE NEWSWIRE) -- MGP has announced the addition of 14 new Distilled Spirit Specialty "Select Blend Whiskeys" to the company's portfolio of world-class beverage alcohol offerings. The additions include matches to six traditional whiskeys that represent a broad range of whiskeys from around the globe, and eight flavored whiskeys that have been developed for one of the fastest growing segments in the spirits industry. Among the latter are selections that feature cinnamon, apple, black licorice, honey and butterscotch flavored varieties.

"These newest entries in the company's product line-up are reflective of MGP's ongoing initiatives to provide increased choices and opportunities for helping customers grow their brand presence in the marketplace," said David Dykstra, vice president of alcohol sales and marketing. "They were developed in response to burgeoning interests and trends starting at the consumer level and as a means to assist customers in meeting changing requests and demands through product innovation and diversification."

Barry Younkie, beverage alcohol sales manager, added: "Our efforts in regard to this specific initiative were driven in part by various craft distillers who reached out to us to aid in recipe development. Craft distillers are true entrepreneurs and, alongside their own distilled products, they are looking to expand into some of the major growth areas in the marketplace. MGP is pleased to step up and apply its resources toward developing these and other premium products that match our goal of supplying customers with a wide array of creative, yet practical, beverage alcohol selections."

The addition of the Select Blend Whiskeys was preceded last summer by MGP's introduction of grain neutral spirits (GNS) distilled from wheat. Described by Dykstra as having "an exceptionally smooth taste, pleasant mouth feel and very neutral odor," this new product is being produced at the company's distillery in Atchison, Kan., where MGP is headquartered.

Last spring, MGP announced the development of six additional mash bills for the production of new rye, malt and wheat whiskeys, as well as new bourbons, at the company's Lawrenceburg, Ind., facility. These additions include the following: two new rye whiskeys, one made from 51% rye and 49% barley malt, and the other made with 51% rye, 45% corn and 4% barley malt; a 95% wheat whiskey; a 100% barley malt whiskey; and two bourbons, one produced with 45% wheat, and the other produced with 49% barley malt.

"The development of all of these products is representative of MGP's effectiveness as the go-to-source for customers seeking innovative world-class pours," Dykstra said. "The introduction of our 14 new Select Blend Whiskeys is one more recent example of how genuinely committed we are to consistently fulfilling this role. Furthermore, from a broader perspective, it demonstrates MGP's capabilities in regard to the development, customization and production of beverage spirits that are considered to be of the highest quality and deliver the greatest satisfaction to those we serve."

Additional details regarding MGP's comprehensive lines of premium whiskeys, bourbons, grain neutral spirits and distilled gins, along with capabilities for creating custom formulations, can be obtained by accessing the company's website, mgpingredients.com, or by contacting a member of the beverage alcohol sales team at 502.649.5393.

About MGP

MGP is a leading independent supplier of premium spirits, offering flavor innovations and custom distillery blends to the beverage alcohol industry. The company also produces high quality food grade industrial alcohol and formulates grain-based starches and proteins into nutritional and highly functional ingredients for the branded consumer packaged goods industry. The company is headquartered in Atchison, Kansas, where a variety of distilled alcohol products and food ingredients are manufactured. Distilled spirits are also produced at company facilities in Lawrenceburg, Indiana. For more information, visit mgpingredients.com.

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