

The Joy of Bourbon

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Anyone who has privileged the taste of Pappy Van Winkle's Family Reserve understands the magic in the make that transcends pleasure into sheer joy.

It's because of Pappy's that interest increased in the makes and types of bourbon. The full flavor without the excessive sweetness and burning bite keeps customers coming back for another taste and looking to find the same quality in other whiskey blends.

The reinvention of bourbon as a classy drink is due mostly to the bourbon company, Maker's Mark. They continue to fight the perception of bourbon as a drink of rotgut rye by promoting it as an enticing experience with a red grain spirited elixir. Sipping upscale bourbon in the boardroom has now become as stylish as swirling cognac in the corporate clime, and the increased status level of connoisseurs insist on improvements in the sip.

The Origins: Milder, Wheat-Based Bourbons

The origins of bourbon are sketchy and fall into the category of legend, attributing the origin to a Baptist minister who supposedly was the first to age his infusion in charred oak barrels. Others stories attribute the origin to a distiller, Jacob Spears, who named his extraction, Bourbon. One story about the origins of wheat-based concoctions suggests that Bill Samuels of Maker's Mark became inspired while baking different types of bread to update the mash bill (distiller lingo for recipe) and use wheat instead of rye. However, Pappy's had been making this substitution all along.

The Industry: Single-Barrel Production



Bourbon tasting has become as specialized as wine tasting at a winery and beer sampling at a microbrewery.

The draw to single-barrel blends indicates varied flavors as each barrel ages differently. In single-barrel production, bourbons from several barrels are not mixed and diluted with water before being bottled. The mix comes right from the barrel, full-aged and full-proof. Those who enjoy the special taste profile in single-barrel bourbons pay the higher price for the advantage.

All of these qualities create the draw to single barrel offerings, and customers stay intrigued, returning for the joy of the experience as much as for the pleasure in the taste.

The Popularity: Younger, More Affluent Consumers

Marketing techniques play on manipulating the idea of exclusivity, and anything called single barrel suggests rare exceptional quality. It's a way to raise prices and improve sales, offer a variety to draw in more customers, and provide a reason to perfect the mash and up the quality in the taste.

Younger crowds buy in because the resurgence is current. It's happening during their time, and it defines their style of chic. The focus on variety and quality of blends also suggests they live in a potable renaissance that they are helping to build. It's special to their generation, and as such becomes part of their image chosen to show they are in on the revitalization.

The Contradictions: Big Business vs. Earthy Folksiness



As with all business expansions, there is a risk of interference with quality. The loss of excellence comes from the effects of mass production where costs for quality control get cut. Business expansions often depersonalize highly customized professions that often succeed because of love and care.

If globally expanding businesses want to bring quality bourbons to the masses, they must find a way to trade on the trendy imagery newly created for this classic bourbon tradition without destroying the art of the craft.

Pre-Order Bulk Now. Exclusive 30% Off Deals. Love AllStevia, Or Your Money Back.

Stevia Cinnamon Crunch



~~\$45.99~~

\$32.19

Stevia cereal is cinnamon-crunch, whole-grain goodness in a bowl. It energizes and satisfies. The whole grain and oat blend of wheat, oats, brown rice, and buckwheat, provides a low-glycemic fiber combination that fills you up without bulking you up. Peanuts combined with brown rice crisp and soy grits give you a satisfying, savory crunch while stevia and cinnamon sweeten the mix. Stevia Cinnamon Crunch is packed with protein and fiber, filled with sugar-free sweetness and flavor, and provides the nutrition you need to start your day and carry you through to your next meal. It's the healthier breakfast cereal choice.

Stevia Peanut Granola Bar



~~\$48.99~~

\$34.29

Savor the sweet, nutty goodness of this treat. Stevia peanut granola bars are snack bar versions of our cereal blend. The ingredients are held together with peanut butter and molasses and offer a healthy snack option. Eat one of these between meals and cut your mid-morning cravings or jumpstart your late afternoon slumps. It's a quick and nutritional way to satisfy your hunger pangs and a sugar-free option when food cravings take control. Stevia peanut granola bars are portable and easy to grab when you're on the go. If you like sweet, chewy, crunchy snacks, you will love this snack bar.

Stevia Gummy Bears



~~\$48.99~~

\$34.29

Gummy bears---who doesn't love gummy bears? Both kids and adults will enjoy the chewy sweetness of our stevia treat. Give them a try. They combine the sweetness of stevia extract with the tanginess of citric acid giving you a sweet, tart, chewy option sure to satisfy without overpowering you with sweetness. Carry a pack with you. When you crave a burst of flavor, pop some in your mouth and enjoy the moment. Our gummy bears provide you with a healthier option to sugar saturated candy, and we guarantee you'll love them.

Stevia Peanut Butter



~~\$57.99~~

\$40.59

Smooth, natural peanutty-sweet goodness in every bite---that's what you'll get with our stevia peanut butter. Spread it on crackers and toast, use it as a dip for fruit or bread sticks, make your favorite PB&J with our stevia strawberry jelly. Better yet---eat it by the spoonful. Peanut butter naturally cuts food cravings, and stevia sweetens our peanut butter enough to satisfy your sweet tooth. Savor the divine taste of our product in peanut sauces, too. The creamy sweetness won't cause the crash-and-burn effect that comes with sugar-laden products either. So go ahead---use it to bake your favorite peanut butter cookies without sacrificing the good taste.

Stevia Strawberry Jelly



~~\$64.99~~

\$45.49

Serve yourself a berry delight with our stevia strawberry jelly. It just tastes good. Combine it in a PB&J with our stevia peanut butter and thrill your culinary senses. Taking the time to eat has never been as relaxing as sitting down to our jelly/peanut butter combinations. Use our jelly as a dessert topping, too. Warm it up and drizzle it over breakfast pancakes. Spread it on toast. Use it to flavor plain or vanilla yogurt. Bake it into jelly top sugar cookies. Its uses are endless, and it will sweeten your heart and mind. So choose our healthier jelly alternative. It's a sweet delight.

Stevia Hot Chocolate



~~\$58.99~~

\$41.29

Did someone say hot chocolate? Try our sumptuous comfort in a mug. The frothy, foamy chocolaty flavor soothes your heart and soul and warms your body from head to toe. Drink stevia hot chocolate with friends, family and neighbors on a cool fall evening. Enjoy sipping it with friends after skiing on a cold winter day. Create a memorable moment with your family by the fireside drinking our stevia hot chocolate before bed. When you drink our hot chocolate, you feel content. Chocolate makes it desirable, the warmth adds to the satisfaction, and the stevia sweetens your health and your life.

Granulated Stevia Packets

~~\$58.99~~

\$41.29



x 750

Tea lovers everywhere---or drinkers of any beverage for that matter---unite for stevia! Our granulated stevia is used for sweetening tea, coffee and any other kind of watery mix you can imagine or invent. If you like sweet drinks, use our stevia product instead of reaching for sugar. Your body will thank you, and your health will improve. Avoid the tooth decay caused by sugar and use our stevia product. It's time to stop avoiding your favorite sweet drinks because they contain sugar. Our stevia product puts the sweet taste back into your beloved beverage choices. Go ahead. Imbibe!

Fine Powder Stevia Extract

~~\$99.99~~

\$69.99



Does the sugar content of your favorite foods and desserts keep you from eating them? Well, deny your culinary desires no more! Our fine powder stevia extract is the answer. It's used for cooking and baking, and it enhances the flavor of food. Use our product instead of sugar, and your sugar worries disappear. Bake your favorite cakes, pies, cookies and desserts, and eat them, too! Let's face it. There's nothing like a warm chocolate chip cookie straight from the oven. If you use our product, you can eat these warm morsels and lick the chocolate off of your fingers as it melts with every bite.

Stevia Tablets

~~\$87.99~~

\$61.59



We offer our stevia tablets as an alternative to our granulated stevia packets. It's the same product but in tablet form. Each tablet is equivalent to approximately one teaspoon of sugar. Drop one or more tablets into your favorite beverage to taste. They're convenient without the spillage and waste, and they're also compact and portable. Pack them in a pocket or handbag dispenser. Our tablets provide a zero calorie alternative to sugar that won't promote tooth decay because stevia is a natural antibacterial. It's the only natural sugar substitute available proven safe for consumption.

FOR IMMEDIATE RELEASE

The iFancy is Breathe's Latest Box Mod and is something to talk about.

The new design in a modern style that offers eCigarette customers quality taste.

Ellicott City, Maryland April 2015

Breathe's new iFancy moves the eCig box mod market into the realm of luxury with their sleek designs showing their eye for quality, their knowledge of functionality, and their awareness of customer desires. They offer the option to customize their box mod experiences with quality designs sure to please the most discriminating eCigarette connoisseur. The easy portability of the iFancy takes the burden out of an unwieldy box style and raises the eCigarette experience to the level of high art.

Streamlined box mod styles once hard cornered with stark, angular lines now give way to smooth, sleek exteriors with rounded edges that fit nicely into pockets or purses. The signature black color, representative of the box mod exterior, now sports additional colors, and the matte metallic pastel finishes add an artsy edge to the new design. Both of the innovative embellishments offer a fresh variety of options to fit personal styles.

Color choices include blue, black, green, pink, camo, and wood, and combined with the new exterior design, ramp-up the sensual appeal of an already pleasurable experience. The soft touch of the outer box is now as smooth as the draw of the vapor.

The iFancy contains 40 watts of power in a single, sophisticated package. Included with each iFancy is an 18650 battery with a 2600mah battery charger. The 0.3 hit with sub ohm capabilities allows for the most satisfying vaping experiences. The box mod vapor experiences of the iFancy guarantee quality performance in a safe, attractive exterior container. Not only is the iFancy highly functional; it acts as a pleasing artifact to adorn mantels, curio cabinets, or any area where extra decoration adds to the vaping experience.

Three key things that make using the iFancy a new box mod experience:

- Portability of design
- Personalized color schemes
- Powerful vapor production

Breathe Intelligent Cigarette

Ellicott City, Maryland http://breatheic.com/mods?product_id=171 –

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Top 10 Shoe Racks of 2015

Shoe racks come in various designs. Their purposes range from keeping floors clean and clutter free to offering practical storage solutions. While consumers have many choices available for purchase, these ten shoe rack options offer the most cost-effective combinations of functionality and design.

10. Household Essentials 4-Tier Revolving Shoe Tree

The [Household Essentials](#) option is a shoe rack and shoe tree combined. The revolving option allows for corner storage. At four tiers, it measures 12.6 x 7.5 x 12.6 inches, weighs 17.9 pounds, and holds 24 pairs of shoes. This shoe rack and tree is a sturdy way to store your shoes, and a decorative way to display your shoe collections.

9. Pro-Mart DAZZ 42-Pocket Over-the-Door Organizer

Another over the door shoe rack option providing convenience in storage and the same functionality as the others is the [Pro-Mart DAZZ](#). What sets it apart from the others listed here is the storage capacity of 42 pockets. It also has clear plastic pockets making stored items easy to see while providing quick retrieval of items stored. This over-the-door pocket organizer makes organizing items easy, and with the plastic pockets, labels can be added for more convenient storage and retrieval of items other than shoes.

8. ClosetMaid 8983 Stackable 15-Cube Organizer

This [Closet Maid shoe rack](#) and organizer provide shoe storage in or out of closets. It comes in one and two-door options. It's also available in 3, 5, 10 and 15 open shelf units. It makes the perfect shoe cubby and comes with multiple options for shoe sizes and style. Choose the closeted cubbies with doors to keep dust away from your shoes. Choose the others for quick retrieval. These cubbies are roomy and sturdy, and they offer lots of storage space for all shoe types.

7. Richards Homewares Hanging Ten Shoe Large Shelf Organizer

This [Homewares10 shoe organizer](#) offers a shelf-style option that hangs from closet rods or anywhere else. This organizer keeps shoes behind closed doors and free from dust. It measures 1.8 x 15.2 x 8.8 inches, weight 1.2 pounds, and holds up to 10 men's shoes. It's also made of canvas, making it sturdy and long lasting, and it's easy to assemble.

6. Whitmor 6351-1253-JAVA Fashion Color Organizer Collection Over-the-Door Shoe Organizer

The [Whitmore 6351-1253](#) is a great over the door shoe storage option. It offers the same convenience as other over the door options. Measuring 18 x 64 inches and weighing 9.6 ounces, it offers 24 mesh pockets for easy storage and aeration, and it's easy to hang. This shoe rack keeps shoes clean and elevated avoiding dust. It also keeps them out of reach of pets.

5. Boot Butler - Boot Hanger & Boot Organizer

[Boot Butler and Organizer](#) is a vertical hanging storage option. It hangs from closet rails or doors, and or other hanging spaces. Not only does it hang boots well, but it also acts as a boot

shaper. It hangs long boots, short boots, and it can hang up to five pairs of boots. All boot styles are accommodated by this option, and assembly is easy.

4. Over The Door Shoe Organizer

Aristocrat Homewares offers another [over the door shoe organizer](#) with 24 pockets for storing shoes and other items. The big, durable, canvas pockets hold up to size 13 pair of men's shoes. It comes with a 5-year guarantee, too. The dimensions are 24 x 0.2 x 60 inches, and it weighs 2.2 pounds. The lightweight portability and storage of this rack make it desirable.

3. Large Boot Tray

The [Large Boot Tray](#) is great for placement directly on the floor. Use it in a mudroom to keep snowy, dirty, or muddy boots off floors. It's durable and practical and made out of plastic, and there is no assembly involved. Measuring at 46-1/2" L x 15-1/2" W x 2" D, this water-tight option works.

2. Songmics 7 Tiers 36 Pairs Portable Shoe Rack Closet with Fabric Cover Shoe Storage Organizer Cabinet Beige URXJ12M

[Songmics 7](#) offers large capacity storage options and covered protections for shoes. There are seven racks in this option that stores 36 shoes. It keeps the dust off shoes and leaves a clean, covered look in a room. No tools are required for assembly, either. The total dimensions run 45.3" x 11" x 43.3" (115 x 28 x 110 cm. With the weight at 6.6 pounds, it is easy to lift, and/or move between locations.

1. Seville Classics Resin-Wood Composite Utility Shoe Rack, single pack

This [Seville Classic](#) shoe rack offers a 3-tier shelf-style option that folds up for easy storage and requires no tools to assemble. It measures 27 x 12.8 x 19.2 inches, and it weighs 9.8 pounds. The Seville Classic holds three pairs of shoes per shelf and offers a durable option. It is also expandable either vertically or horizontally to accommodate a [6-shelf](#) option.

Choosing any one of these shoe racks is the perfect way to help unclutter closets, bedrooms, or entryways. It's just a matter of which one best fits the needs of the space.