

Hurst Knoll Rye Whiskey by Rare Character: Born from the Hills, Built for the Classics

A Rye That Stands Tall in Every Pour.



Las Vegas, Nevada Dec 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Hurst Knoll Rye Whiskey by Rare Character: Born from the Hills, Built for the Classics

Introducing your new favorite cocktail rye, Hurst Knoll Rye Whiskey by Rare Character, a masterful blend that pays tribute to rye's enduring relationship with the land. Named for the rugged hillsides where rye has long thrived, Hurst Knoll embodies the spirit of endurance, adaptability, and craftsmanship that defines both the grain and the whiskey it becomes. This is the first readily available product from Rare Character made for cocktails, pouring and enjoying!

Rooted in the landscape from which it draws its name, Hurst Knoll references the natural topography of a "hurst" -- a wooded rise or small hill -- and a "knoll," a rounded peak. Together, they speak to rye's natural home: elevated, challenging terrain where only the hardiest grains take hold. Rye's strength in these environments -- its resilience against cold, drought, and poor soil -- mirrors the whiskey's own

bold, spicy character and depth of flavor.

"Rye is a survivor," says blender and veteran bartender Pablo Moix, whose decades behind America's best bars shaped the whiskey's profile. "We wanted to create something that honors that grit and versatility -- a rye that thrives anywhere, from the back bar to your home cocktail shaker."

A carefully crafted union of Kentucky straight rye barrels, each aged a minimum of seven years and bottled at 101 proof, Hurst Knoll was designed with both heritage and versatility in mind. The result is a whiskey that's rich, structured, and full of personality -- ideal for pre-Prohibition classics like the Manhattan or Old Fashioned, as well as modern riffs that demand depth and spice.

Retailing at an SRP of \$59.99, Hurst Knoll delivers exceptional craftsmanship and approachability -- a whiskey that bridges premium quality with everyday enjoyment.

Beyond its blend, Hurst Knoll tells a story of connection between land and glass. Rye's fibrous roots not only hold soil together on hilly terrain but also symbolize the grounding nature of whiskey -- a reminder of where resilience, patience, and artistry meet.

Whether enjoyed in a timeless cocktail or sipped neat, Hurst Knoll Rye Whiskey by Rare Character bridges past and present -- built to elevate the classics and inspire what's next.

Pablo Moix suggests experiencing Hurst Knoll at its best with two cocktails that elevate every note of the rye's depth and structure.

Espresso Manhattan

2 oz Hurst Knoll Rye

$\frac{3}{4}$ oz Sweet Vermouth

$\frac{1}{4}$ oz Espresso Liqueur

2 dashes Aromatic Bitters

Stir and serve up in a martini glass.

Hurst Knoll Boulevardier

1½ oz Hurst Knoll Rye

$\frac{3}{4}$ oz Sweet Vermouth

$\frac{3}{4}$ oz Campari

Serve over ice in an Old Fashioned glass. Garnish with an orange slice.

Purchase Hurst Knoll here:

<https://sharedpour.com/products/presale-rare-character-presents-hurst-knoll-kentucky-straight-rye?srltid=AfmBOor-Hr4AFIQWvu1mkLz9G2rKMiSZROALCKddZaUV7oUwaLxf0HYk>

About Hurst Knoll

Hurst Knoll Rye Whiskey by Rare Character is a Kentucky-crafted blend created under the guidance of Pablo Moix. Thoughtfully aged and blended for versatility and character, it reflects rye's natural strength and adaptability -- qualities that define both the grain and the people who craft it. Bottled at 101 proof with a minimum age of seven years, Hurst Knoll is built for bartenders, enthusiasts, and whiskey lovers who value depth, balance, and authenticity.



Media Contact

Rare Character Whiskey

*****@rarecharacterwhiskey.com

3106330978

1894 Sweet Song Ct.

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