



## **Announcing the launch of Whiskey Lab Web Store**

**With the launch of their web store Whiskey Lab brings spirit aging to maker homes everywhere!**

**Portland, Ore October 9th, 2017** – BRAIN Labs, LLC, a Portland, OR based company that manufactures at-home spirit aging vessels, today announced the launch of their new online store at <http://www.whiskeylab.net/shop/>.



After completing a successful Kickstarter campaign, the BRAIN Labs team is now able to produce their Whiskey Lab vessels on a larger scale. Alexander Laws, VP of Engineering, talks about wanting to bring value to their supporters, “We really wanted to bring our best to the amazing people that supported us and made this project possible. Kickstarter was just the beginning for us.”

The team is now launching online sales through their website, <http://www.whiskeylab.net/shop/>. Visitors to the online store can order the Whiskey Lab aging kit, replacement Barrelheads, engraved tasting glasses, and other accessories.

Jason Lustbader, Whiskey Labs CIO, on the value of the Kickstarter experience: “We learned a lot from Kickstarter; specifically, the importance of managing and handling custom orders. Whiskey Lab is a fantastic product and I’m excited to have an avenue to get more of them into people’s hands.”

To celebrate the launch of the online store the team is offering a 10% discount on all items sold through their web store October 13-15.

### **About Whiskey Lab**

Whiskey Lab is a unique vessel designed for home enthusiasts to explore “barrel aging” whiskey or other spirits, without the barrel. Whiskey Lab is easy to use—simply fill the container with your choice of off-the-shelf un-aged 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.

**About BRAIN Labs**

BRAIN Labs, LLC is the brainchild of a group of five friends who met while in engineering school at the University of Colorado, Boulder. 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.

To learn more, visit

[www.whiskeylab.net](http://www.whiskeylab.net)

<http://www.whiskeylab.net/shop/>

<https://www.facebook.com/WhiskeyLabProject/>

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