

IMMORTAL SPIRITS

LOCAL DISTILLING WITH LOCAL FLAVOR

AMY WHITLEY
EZRA MARCOS

Ask the average Rogue Valley resident for a take on Medford's first single malt distillery, and you're more likely to hear 'We have a distillery in town?' than an opinion on Immortal Spirits & Distilling Company's flagship four-year single barrel whiskey. Partners Jesse Gallagher and Enrico Carini are seeking to change that, one local—and one craft cocktail—at a time. While their distillery specializing in small batch distillations has been operating in Southern Oregon since 2010, Gallagher recently put a face to the name on their colorful labels with a tasting room now open in downtown Medford. Located at 141 S. Central Avenue next to Paisans Pizzeria and the Craterian Theater, the Immortal Spirits tasting room seats 35 in an intimate yet comfortably decorated venue adorned with murals celebrating nature, local mountains, and Immortal Spirits' signature raven logo. More importantly, Gallagher can now serve up the story behind the business along with handmade cocktails, flights, and small plates and burgers. While their spirits take center stage, their food is not just a side-note. Delicious dishes utilize locally sourced ingredients. Their burgers, in fact, are made with grass-fed (also in the diet are the exact same spent grains that are used in creating Immortal Spirits Whiskey) Black Angus beef raised in the Applegate.

SINGLE BARREL WHISKEY
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BARREL TO BOTTLE -
NO. 28 TO BE EXACT

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MUCH MORE LOCAL
THAN THAT!



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TOMATO VINAIGRETTE AND A BLEU
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SUGE KNITE
IMPERIAL STOUT



BONEYARD BEER
RPM IPA



INGREDIENTS ARE
SOURCED LOCALLY
WHENEVER POSSIBLE

"We used to put a lot of miles on the car driving to Portland [to distribute], for no one to know us," Gallagher explains. The experience led to him taking a new approach, which includes a local rep and a focus on serving product in local bars, restaurants such as Porters and Larks, and liquor stores. "Gaining a local following is our number one goal right now," says Gallagher. "The tasting room takes this idea one step further. It's an opportunity to share the story behind the bottles."

This story began six years ago with home beer brewing partners Gallagher and Carini becoming inspired by the Portland distilling scene. After setting up shop in an out-of-the-way warehouse, now occupying 2,400 square feet of space, Gallagher, the managing member of the partnership, focused on local ingredients and a handmade process.

"On a shelf amongst other [competitor's] bottles, no one can know our story of local sourcing," Gallagher says, explaining that companies distilling in-house are becoming rare in this growth industry. In the tasting room, Immortal Spirits staff can use the opportunity to form local relationships and to educate as they pour.

"We're striving to differentiate ourselves as true artisan distillers from the massive growth in this industry of companies that are merely repackaging booze." The words 'distilled by' on Gallagher's labels say it all: Immortal Spirits liquor, with the exception of vodka, is made in-house.

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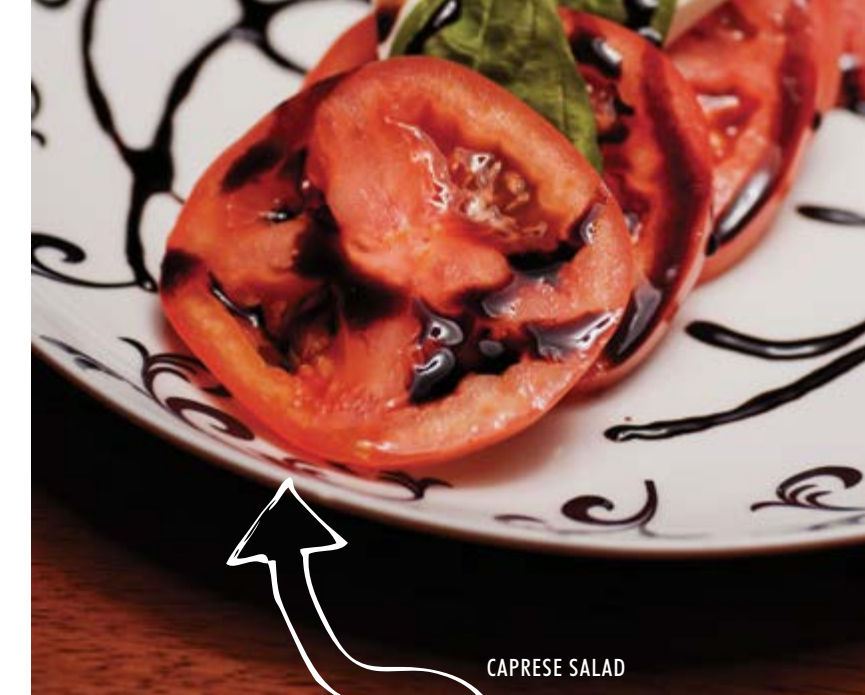
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JESSE GALLAGHER, MANAGING
PARTNER OF IMMORTAL SPIRITS &
DISTILLING COMPANY

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LEMON JUICE, PARMESAN
AND BLACK PEPPER

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GIN, LIME, BLACKBERRY
AND TONIC



CAPRESE SALAD

The distillery's blackberries come from a family in the Hood River area, their pears are often local, and even their barley is sourced from Sams Valley, when available. Their Early Whiskey, released last year, is 100 percent locally sourced, with more releases currently aging in Oregon oak. After reduced production in late 2015 as Gallagher focused in opening the tasting room, he expects to push production to full capacity in 2016, always with the possibility of new flavor profiles. He has plans for additional barley harvests annually.

"This whole endeavor started in a realm of creativity," Gallagher says, adding that at the core of distilling is his base knowledge in brewing. "It all starts from the grain up," he explains, with small adjustments leading to big differences in flavor and the right ingredients and proof. This nod to the creative dovetails perfectly with the Immortal Spirits philosophy: always from scratch, always homemade.

Immortal Spirits & Distilling Company
141 S. Central Ave., Medford
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