

PRESS RELEASE



Media Contacts:

Charlie Olson, Media Client Director

(231) 590-1759 charlieolson@grandbaypromotions.com

Susan Wilcox Olson, Media Representative for IFD

(231) 590-5930 susanwilcoxolson@grandbaypromotions.com

Troy Anderson, Marketing Manager, Iron Fish Distillery

(906) 250-8463 troy@ironfishdistillery.com

David Noonan, Chair, Michigan Maple Syrup Association noonski001@hotmail.com



IRON FISH DISTILLERY AND MICHIGAN MAPLE SYRUP ASSOCIATION LAUNCH “ICE STORM WHISKEY” TO SUPPORT MAPLE PRODUCER RECOVERY

Thompsonville, MI – [November 5, 2025] — Iron Fish Distillery, Michigan’s first full-line farm distillery, announces the release of **Ice Storm Whiskey**, a collaborative spirit created with the **Michigan Maple Syrup Association (MMSA)** to draw attention to and support maple producers devastated by the historic March 2025 ice storm.

The once-in-a-century storm coated northern Michigan in ice and rain, toppling more than 100,000 sugar maples and destroying nearly one-third of the state’s annual syrup crop. Tens of thousands of gallons of syrup were lost, sugar bush infrastructure was shattered, and families who have tapped Michigan’s maples for generations faced unprecedented challenges.

A Spirit of Resilience

Born from this moment of loss, **Ice Storm Whiskey** is a blend of fine whiskeys finished in maple syrup, cognac, and Scotch barrels. Like the communities it honors, the whiskey is layered, enduring, and crafted to be enjoyed over ice — a tribute to the strength of Michigan’s maple producers.

Each year, Iron Fish sources more than 2,500 gallons of Michigan maple syrup, using it to prepare finishing barrels for its award-winning **Maple Bourbon**, newly released **Maple Rye whiskey**, and ready-to-pour cocktails, as well as to craft its sought-after Whiskey Barrel Aged Maple Syrup — a staple in kitchens across the state.



Celebrating Michigan's Maple Legacy

To mark the release, Iron Fish is partnering with leading restaurants and venues across Michigan for a series of **maple-inspired dinners and cocktail events**, celebrating Iron Fish Whiskey Barrel Aged Maple Syrup and maple-finished spirits.

These participating businesses — and their talented culinary and cocktail teams — have joined Iron Fish and the **Michigan Maple Syrup Association** to raise funds for the **Ice Storm Relief Fund**, helping restore sugar bushes and support maple producers impacted by the 2025 storm.

Event Schedule

For **reservations, pricing, and times**, please check each venue's website or social media platform for ticket information and updates.

LFG Gaming Bar – Kalamazoo
Sunday, November 10 – Dinner

REO Town Clubhouse – Lansing
Wednesday, November 19 – Dinner

Butcher Block Social – Caledonia (Grand Rapids area)
Thursday, November 20 – Appetizers & Cocktails

The Pier – Harbor Springs
Thursday, December 4 – Appetizers & Cocktails

Iron Fish Distillery – Thompsonville
Friday, December 5 – Dinner

Marrow – Detroit
Tuesday, December 9 – Dinner

Voices from the Maple Industry

*"The March ice storm dealt a devastating blow to Michigan's maple industry, and recovery will take years," said **David Noonan**, President of the Michigan Maple Syrup Producers Association. "The Michigan Maple Syrup Association has established the **Ice Storm Relief Fund** to help producers rebuild, with all donations going directly to the families most affected. We're deeply grateful for the incredible support from Iron Fish Distillery and its Ice Storm Whiskey, as well as from Grand Traverse Pie Company and its Michigan Maple Walnut Pie. Their efforts not only bring vital awareness to the challenges our producers face but also highlight the remarkable versatility of maple — a flavor that unites Michigan's farms, kitchens, and craft distilleries."*

Joining the Recovery Effort – Grand Traverse Pie Company Collaboration

Grand Traverse Pie Company has joined the Ice Storm recovery effort with a limited-edition **Michigan Maple Walnut Pie**, made with **Iron Fish Distillery's Bourbon Barrel Aged Maple Syrup**. Sweet maple and rich walnuts come together with a hint of bourbon warmth — a true taste of northern Michigan craftsmanship. A portion of proceeds from each pie will support the **Michigan Maple Syrup Association's Ice Storm Relief Fund**.



Photo: *Bourbon Barrel Maple Walnut Pie: A refined twist on a northern classic. This decadent pie blends Iron Fish's Bourbon Barrel Aged Maple Syrup with toasted walnuts and brown sugar, creating a silky filling layered with warm notes of oak, vanilla, and caramel. Every bite captures the flavor of Michigan's craft spirit heritage.*

*"We are proud and honored to partner with the amazing team at Iron Fish Distillery on this unique pie collaboration," said **Mike Busley**, Co-Founder of Grand Traverse Pie Company. "Our Maple Walnut Pie is a flavor and texture triumph — a creation that could only come from two northern Michigan icons."*

The Grand Traverse Pie Company will celebrate **30 years of pie craftsmanship in July 2026**, with 11 pie shops across Michigan and Indiana. Its iconic pies are available in over 700 retail locations nationwide and can be shipped to all 50 states.

Iron Fish on the Spirit of Collaboration

*"Michigan's maple producers helped inspire Iron Fish's journey from the start," said **Richard Anderson**, Co-Founder of Iron Fish Distillery. "Their craft and commitment shaped our understanding of what it means to make something from the land with care. Ice Storm Whiskey was created to honor that spirit — and to bring together partners from the maple industry, Michigan restaurants, and Grand Traverse Pie Company to build upon Michigan's maple tradition."*

Whiskey Release

Ice Storm Whiskey will be released **November 5, 2025**, as a *very limited* edition of just 60 cases, available through select Michigan retailers, with a small number of bottles offered in the Iron Fish Distillery tasting room. Bottles will be sold at the state minimum price of **\$54.96**. Given its small-batch nature and the importance of the cause it supports, availability will be extremely limited.

Join the Recovery Effort

Iron Fish Distillery invites the public to raise a glass — and lend their support — by contributing to the **Michigan Maple Syrup Association Ice Storm Relief Fund**. Donate online at **michiganmaple.org** (see “Ice Storm Relief Fund”) or via the QR code below. Together, we can help restore northern Michigan’s sugar bushes that sweeten Michigan’s heritage. Help rebuild Michigan Maple Sugarbushes by making a charitable donation to the Michigan Maple Syrup Association using this QR CODE:



PHOTO: Iron Fish Distillery Family of Maple Products



Media Contact

Troy Anderson
Marketing and Sales, Iron Fish Distillery
Troy@ironfishdistillery.com | (906) 250-8463