FOR IMMEDIATE RELEASE

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**FOX ENTERTAINMENT PARTNERS WITH RESERVEBAR AND NEXT CENTURY SPIRITS**

**TO LAUNCH ALL-NEW BOURBON TIED TO UPCOMING DRAMA “MONARCH”**

**TruthTeller 1839 Bourbon, Based on Series Character Portrayed by Country Star Trace Adkins,**

**To Be Featured in Show During Premiere Season and Available for Purchase Upon Premiere**

FOX Entertainment, ReserveBar and Next Century Spirits have partnered to create TruthTeller 1839 Bourbon, an all-new liquor directly tied to FOX’s upcoming drama, MONARCH, starring Academy Award winner Susan Sarandon (“Thelma & Louise,” “Dead Man Walking,” “Feud”), multi-Platinum country music star and three-time Academy of Country Music Award winner Trace Adkins and Golden Globe winner Anna Friel (“Pushing Daisies,” “Books of Blood,” “The Girlfriend Experience”).

Wholly owned by FOX Entertainment, MONARCH is a Texas-sized, multi-generational musical drama about the Romans, a powerful family that rules the country music industry. The Romans are headed by the insanely talented but tough-as-nails Queen of Country Music Dottie Cantrell Roman (Sarandon). Along with her beloved husband, Albie (Adkins), Dottie has created a country music dynasty. But even though the Roman name is synonymous with authenticity, the very foundation of their success is a lie. And when their reign as country royalty is put in jeopardy, heir to the crown Nicolette "Nicky" Roman (Friel) will stop at nothing to protect her family's legacy, while ensuring her own quest for stardom.

Produced by Next Century Spirits, TruthTeller 1839 (Gold Medal Whiskey Winner at the 13th Annual New York International Spirits Competition and Silver in Tales of Cocktails 16th Annual Spirited Awards) is based on Adkins’ character, Albie, who is affectionately known in the series as the “Texas Truthteller” and King of Country music, and be featured in MONARCH as a key storyline moment in an episode scheduled to air in November.

The double-barreled straight bourbon whiskey will be available for purchase exclusively through [ReserveBar](https://www.reservebar.com/) when the series premieres Sunday, Sept. 11, immediately following the FOX NFL doubleheader (8:00-9:00 PM ET, and simultaneously to all time zones).

“In MONARCH, we found a unique way to authentically reflect our commitment to innovation, opening new touchpoints for fandom and cultural connection,” says Tilmann Gruber, FOX Entertainment’s Senior Vice President, Strategy and Operations.

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Adds Laura Caraccioli, Senior Vice President, Head of Strategic Creative Partnerships, “We wanted to take an entirely new approach to consumer product development with FOX’s first wholly owned scripted series, MONARCH, by creating a standalone business that supports this exciting new IP.  We worked alongside the show’s development team and crafted a new bourbon brand with a truly buzzworthy name that reflects the show. Collaborating with Next Century and ReserveBar, we brought the brand of Truthteller 1839 to life by curating tasting notes that reflect the inner soul of MONARCH and deliver its spirit directly into the hands of fans.”

“As a pioneer in the spirits ecommerce segment, ReserveBar has always prided itself in being at the “tip of the spear” in terms of innovations and brand partnerships. TruthTeller 1839 Bourbon is the logical extension of our leadership in celebrity and entertainment themed spirits, and we expect this to be just one of numerous projects that we will be conceptualizing and launching in partnership with FOX and others. We strive to make ReserveBar an exciting discovery platform with curated spirits, and this exclusive collaboration delivers on exactly that,” said Lindsay Held, co-founder and CEO of ReserveBar. “By partnering with FOX Entertainment and Next Century to bring TruthTeller 1839 Bourbon from the television screen to avid bourbon enthusiasts, we saw an opportunity to create something unique and special, available only to ReserveBar consumers.”

“NCS is extremely excited to partner with FOX and ReserveBar on this unique opportunity. With such a robust story line, we were able to take inspiration from the show to create a truly custom bourbon,” said Jenny Gates, Executive Vice President of Finance and Strategy at Next Century Spirits. “We focused on producing a smooth, sweet, oak forward whiskey with added notes of smoke, leather, biscuits, and caramel that reflects the Texas heritage from both the bourbon and the show.”

MONARCH premieres with a special two-night event, beginning Sunday, Sept. 11, and immediately following the FOX NFL doubleheader (8:00-9:00 PM ET, and simultaneously to all time zones). It then makes its time period premiere on Tuesday, Sept. 20 (9:00-10:00 PM ET/PT). The series is 100% owned and produced by FOX Entertainment. Screenwriter Melissa London Hilfers serves as creator, writer and executive producer. Jon Feldman (“Designated Survivor,” “The Newsroom”) is an executive producer and showrunner. Gail Berman and Hend Baghdady (The Jackal Group) and top music manager Jason Owen (Sandbox Entertainment) also serve as executive producers. Jason Ensler (“The Passage”) directed and serves as a producer on the series premiere.

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**About ReserveBar**

Founded in 2013, ReserveBar is the established e-commerce leader in rare, luxury, and ultra-premium spirits, specializing in customization, personalization, and innovative gifting. In addition to its content-rich, on-brand experience, ReserveBar specializes in new and limited edition products, celebrity brands and is the go-to platform for new product launches. ReserveBar is a destination for today's modern, convenience-driven adult shopper, delivering the most curated offerings to enthusiasts across the United States. ReserveBar is a technology platform at its core, utilizing cutting-edge software, analytics, and an exceptional retail network to deploy solutions that simplify the compliant purchase of beverage alcohol on ReserveBar.com, as well as numerous partner sites, including spirits brands, publishers, e-commerce partners, and gifting platforms. For more information, please visit[www.reservebar.com](http://www.reservebar.com).

**About Next Century Spirits**

Next Century Spirits creates unique brands that resonate with consumers' varied occasions, values, and lifestyles. Using proprietary blending and finishing techniques, NCS develops differentiated products to toast every moment (small or large) worth celebrating! Whether it's through their own brands or through collaborations with notable partners, Next Century Spirits is a leader at the forefront of spirits innovation.

NCS' current portfolio includes award winning American Single Malt, Bear Fight (<https://www.bearfightwhiskey.com/>), Caddy Cocktails (<https://www.caddycocktails.com/>), and Creek Water Whiskey (<https://creekwaterwhiskey.com/>). To learn more about us, please visit <https://nextcenturyspirits.com/>

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