



Musician and Producer of Grammy-Winning Hits, Neil Giraldo, Unveils Three Chord Blended Bourbon, an Innovative New Spirit Inspired by Music and Finished Using Tonal Vibrations

Three Chord's process applies vibrations to enhance the structure of their aged bourbon blend

Ann Arbor, MI, July 10, 2018 – A new blended bourbon was introduced to the market today that embodies the spirit of music, creativity, and innovation. Three Chord Blended Bourbon was created by musician and producer of Grammy-winning hits, Neil Giraldo, and is crafted using a proprietary process that applies tonal vibrations to the aged bourbon blend. This process develops a nuanced taste, aroma, and character that is exclusive to Three Chord Blended Bourbon.

“When I first began playing guitar, I understood the influence of three basic chords — the roots of the blues — and recognized that the beauty of the perfect melody, the arrangement of notes and vibrations of tones, could impact one’s mood and elicit powerful emotions,” said Three Chord founder, Neil Giraldo. “I also saw how drinks resting on our guitar amplifiers would vibrate and wondered if the implementation of sound and vibrations could also be used to alter and enhance the structure of a seasoned spirit. I wanted to take that same philosophy and apply it to making bourbon.”

The Three Chord creation process begins with carefully sourced barrels from select American Cooperages. Implementing the latest barrel-toasting techniques, American Oak from the Missouri Ozarks is charred to a precise temperature, which allows for the extraction of the flavors of maple syrup, vanilla, and caramel embodied in the wood. Three Chord sources up to 12-year-old bourbons from distillers in Kentucky and Tennessee. Then, Master Distiller Ari Sussman handcrafts the perfect blend of aged bourbon and the Three Chord toasted oak techniques to create an authentic taste profile. Using a proprietary and unique process termed ‘Perfectly Tuned Taste,’ Three Chord applies tonal vibrations to finish the blend and extract additional barrel notes of caramel, vanilla, and maple.

“In music every instrument by itself is dormant until it gets in the hands of the player,” added Giraldo. “Bourbon is no different. Every blend and complex structure is dormant until it gets into the hands of the creator. We’ve developed a process that harmonizes the bourbon and creates a taste profile that is unique to Three Chord.”

Three Chord Blended Bourbon is now available for \$39.99 at select locations in Michigan, New York, New Jersey, and California. Three Chord is produced in Jackson, Michigan and is based in Ann Arbor. The company is represented by Empire Merchants North in New York, Fedway Distributors in New Jersey, Imperial Beverage in Michigan, and Liberation Distribution (LibDib.com) in California. Distribution is quickly expanding and a product locator can be found at <https://threechordbourbon.com/find-us>. Online shipping options are also available via the website, threechordbourbon.com.



About Neil Giraldo

Innovation is nothing new to Giraldo. With a back catalog of more than 100 songs written and more than 45 million records sold, Giraldo has written, produced, arranged, and recorded for Pat Benatar, John Waite, Rick Springfield, Kenny Loggins, Steve Forbert, The Del Lords, Beth Hart, The Coors, and others. Over the years Neil has produced many Grammy-nominated and Grammy-winning hits including “Love is a Battlefield” and “We Belong.” His complete discography can be found [here](#).

About Steel Bending Spirits, Inc.

Three Chord is led by musician Neil Giraldo and is produced by Steel Bending Spirits, Inc., an Ann Arbor, Michigan, based company. Three Chord Blended Bourbon is produced in Jackson, Michigan, and is the company’s first product to be introduced to the market. Other spirits are in production, including a reserve bourbon, and will be introduced to the market in the near future. Three Chord Blended Bourbon is currently available in select locations nationwide. More information and a product locator can be found at threechordbourbon.com or on Facebook [@threechordbourbon](#), Twitter [@3ChordBourbon](#), and Instagram [@threechordbourbon](#).

###