



Perfectly Tuned Taste

Our Story and Inspiration by Neil Giraldo

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.

I wondered if the implementation of sound and vibrations could also be used to alter and enhance the structure of a seasoned spirit. Could a bourbon be created that embodies the influence of those three chords: balanced, bold, and Perfectly Tuned?

The goal was to do more than just create another bourbon. I wanted to maintain respect for the tradition and legacy of heritage bourbons, but at the same time, be innovative. Look at the process differently. Develop a taste profile comparable to the finest bourbons in the world. The result: Three Chord Blended Bourbon.

Using a unique process in the distillation process to finish our blend and through rigorous protocols to ensure quality control, Three Chord delivers the premium taste profile we call “Perfectly Tuned Taste.”

Handcrafted Small-Batch Bourbon

Three Chord is a unique blend of up to 12-year-old bourbons finished with the trademarked process of tonal vibrations called ‘Perfectly Tuned Taste.’ Like the feeling you get when you hear that perfect song, you’ll know Three Chord Blended Bourbon is right with that first sip.

Giving Back

Whether it’s music or bourbon, sharing with others is at the heart of the experience. Three Chord believes in the spirit of a creative community, recognizing the strength and talents of others, and supporting organizations who help with music education and also provide assistance with healthcare and other necessities when needed. They do so through sponsoring exemplary organizations such as Blues Foundation affiliates and Sweet Relief.

The Company- Steel Bending Spirits, Inc.

Three Chord is produced by Steel Bending Spirits, Inc., an Ann Arbor, Michigan-based company led by Neil Giraldo. Three Chord Blended Bourbon is the company’s first product to be introduced to the market. The company is also developing a Bourbon Reserve, Vodka and other spirits, that will be introduced in the very near future.



COST & AVAILABILITY

Cost: SRP: \$39.99

Availability: Three Chord Blended Bourbon is now available for \$39.99 at select locations in Michigan, New York, New Jersey, and California. Online shipping options to other states is also available via the website. A product locator can be found at <https://threechordbourbon.com/find-us>.

Online

ThreeChordBourbon.com

Facebook: [Facebook.com/ThreeChordBourbon](https://www.facebook.com/ThreeChordBourbon)

Twitter: [@3ChordBourbon](https://twitter.com/3ChordBourbon)

Instagram: [@ThreeChordBourbon](https://www.instagram.com/ThreeChordBourbon)

Media Contacts

Teplin+Nuss - teplinnuss.com - [@TeplinNuss](https://www.instagram.com/TeplinNuss) - 707.812.1919

Holly Nuss // holly@teplinnuss.com - 415.845.1095

Ashley Nicole Teplin // ashley@teplinnuss.com - 310.210.3067