



FOR IMMEDIATE RELEASE

July 22, 2022

Hard Truth Distilling Co. opens bar inside the Fashion Mall at Keystone

Popular distiller opens second bar location with Big Woods Keystone opening later this summer

Indianapolis, Ind. – Hard Truth Distilling Co. opened its newest bar location today inside The Fashion Mall at Keystone. The new location is open for business during normal mall operating hours, with the capacity to seat 50 customers.

The opening of the kiosk bar at The Fashion Mall follows the great success of the Hard Truth Bar located in the Bottleworks District at The Garage in downtown Indianapolis. Since opening their first Hard Truth Bar at The Garage, Hard Truth has served thousands of guests.

“The Fashion Mall at Keystone provides a wonderful experience for consumers who shop there,” said Co-founder and Executive Chairman Jeff McCabe. “We're proud to be able to enhance that experience with a Hard Truth Bar in the center of the Fashion Cafe; it's one more reason to visit the Fashion Mall at Keystone more often!”

Hard Truth Bar at The Fashion Mall will be on Level One in the Fashion Cafe. The closest entrance to the bar will be the Fashion Café entrance facing 86th Street. Hours of operation are Monday – Thursday 11 a.m. – 8 p.m., Friday and Saturday 11 a.m. – 9 p.m., and Sunday noon – 6 p.m.

The Hard Truth Bar menu includes signature cocktails such as Lost in the Woods, Hard Truth Sparkling Lemonade, Indiana Rye Peach Highball and more. The bar will also have a vast selection of classic cocktails, Quaff ON! craft beers, cider and wine options.

Carry-out options are available for customers interested in purchasing full-sized products from Hard Truth Distilling Co. This includes fan favorites like Hard Truth Cinnamon Vodka, Hard Truth Toasted Coconut Rum, Hard Truth Indiana Straight Rye Whiskey and more. Growlers, four-pack bottles, six-pack bottles and four-pack cans from Quaff ON! Brewing Co. are also available for carry-out. Seasonal and year-round options will be available too.

Later this summer, The Fashion Mall will welcome a Big Woods Restaurant located at 8702 Keystone Crossing, Suite 111C. This new location will debut updated restaurant décor, design and some new menu items for Big Woods Restaurant Group.

The restaurant will provide seating for approximately 100 guests. Visitors will have access to both a 21+ bar area and family-friendly booth and table seating.

Once Big Woods Keystone officially opens, the restaurant will collaborate with the Hard Truth Bar and provide carryout options for shoppers to enjoy at the kiosk bar.

For more information, please visit bigwoodsrestaurants.com.

###

About BWQOHT, Inc.:

BWQOHT, Inc. is the parent company of Big Woods Restaurant Group, Quaff ON! Brewing Co. and Hard Truth Distilling Co. — all based in Nashville, Indiana. Founded in 2009 under the Big Woods Brewing Co. name, the company quickly grew to several restaurants operated by Big Woods Restaurant Group, an independent distribution brewery by the name of Quaff ON! Brewing Co., and Hard Truth Distilling Co.

Big Woods Restaurant Group currently operates five Big Woods restaurants, two Big Woods Pizza restaurants, one Hard Truth bar, and food and beverage operations at the Hard Truth Distilling Co. destination campus. An additional Hard Truth bar opens in July 2022 and a new Big Woods restaurant opens later in the summer of 2022, both at the Keystone Fashion Mall, as well as the Quaff ON! Pour House.

Quaff ON! Brewing Co. brews more than 40 craft beers, including well-known Busted Knuckle and Six Foot Blonde, and distributes throughout the state of Indiana.

Hard Truth Distilling Co. is Indiana's largest craft distillery, producing spirits like top-selling Hard Truth Toasted Coconut Rum and critically-acclaimed Hard Truth Sweet Mash Rye Whiskey. Hard Truth currently distributes products to 11 states, with six more coming online in the near future, and welcomes hundreds of thousands of visitors annually to its destination campus in Brown County, Indiana.

The combined companies employ more than 600 people throughout the state of Indiana. For more information on BWQOHT, Inc., including career opportunities, visit the following websites: [Big Woods Restaurant Group](#), [Quaff ON! Brewing Co.](#), and [Hard Truth Distilling Co.](#)

Media Contact:

Clare Clark
cclark@hirons.com
317-501-0334