

WINNIPEG WHISKY FESTIVAL AT HOME – HOST BIOGRAPHY

Jason Macal

Brand Ambassador, Yellow Rose Distilling

Houston born-and-raised, Jason had always had an interest in brewing and spirits and his first industry break came in 2017 as a tour guide at a local distillery.

That distillery was Yellow Rose in the heart of Houston, and he has been at Yellow Rose ever since, moving from hospitality roles to Assistant Distiller, always learning exactly what it is that makes Yellow Rose so special.

Jason picks up the tale, “My whiskey knowledge primarily comes from first-hand experience. I was fortunate enough to have an amazing mentor in our Head Distiller Houston Farris, who was very generous with his time and knowledge. I used to be in his ear constantly, always asking what he was doing and why. From there I ran the distillation operations which included mashing, fermentation and barrel-selection.”

Today, not only is Jason a certified Executive Bourbon Steward through the Stave and Thief Society based in Louisville, Kentucky, but he is Yellow Rose’s International Brand Ambassador, travelling the world to spread the Yellow Rose word.

So, what is it that Jason really wants the people he meets to know and understand about Yellow Rose?

“I always want people to get the fact that we are made locally in Houston, and that we are hand-crafted,” he explains. “Houston is not known as a hub for whiskey but as Texas whiskeys gain more and more traction, it is important for people to know that Yellow Rose is Houston’s first and oldest legal whiskey distillery, and that we have been a leader in the Texas whiskey scene for ten years now.



“I want people to remember the passion and hard work that goes into our products every day. We make a product that we are proud to be associated with, and it is my belief that that passion comes through in our products.”

EVENT:

Yellow Rose “Be Part of the Legend” Virtual Experience

Tuesday, March 16 – 7PM CDT

