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Penelope Bourbon unveils Apple Cinnamon Old Fashioned cocktail

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Just in time for crisp, fall evenings and seasonal gatherings, Penelope Bourbon is introducing Apple Cinnamon Old Fashioned â?? a limited edition ready-to-pour cocktail that reimagines the timeless classic with festive flavour. Crafted in small batches as a limited release in 2025 with straight bourbon, rye whiskey, apple cinnamon bitters and simple syrup, it's designed to bring the warmth of autumn to any occasion, no mixing required.

As the newest edition to Penelope's ready-to-pour cocktails portfolio, Apple Cinnamon Old Fashioned joins Peach Old Fashioned and Black Walnut Old Fashioned ready-to-pour cocktails, which are available year-round nationwide. The Peach and Black Walnut expressions recently earned platinum awards in the Pre-Mixed Cocktail category at the 2025 ASCOT Awards, underscoring Penelope's leadership in the growing ready-to-pour category.

"Our Apple Cinnamon Old Fashioned is the third addition to our popular ready-to-pour portfolio, and it's absolutely perfect for this time of year," said Michael Paladini, Penelope founder and vice president of strategy for MGP Ingredients. "The bourbon and rye blend used for this Old Fashioned makes this the perfect pour for the fall."

"We wanted to give the Old Fashioned a seasonal touch but still make it something you'd pour anytime," said Danny Polise, Penelope co-founder and master blender. "We didn't overthink it. Apple and cinnamon are timeless flavours that fit naturally with what we already love about this classic cocktail, adding a touch of warmth and spice."