



the whiskey is outperforming the vodka in sales, but the board expected that.

Don't expect to see a Chute 8 commercial on TV anytime soon, though. According to Barnett, marketing has been pretty low-key. Indio Spirits believes the products' quality will be what moves it off the shelves. The distillery has the distinction of being the most award winning in Oregon.

Chute 8 does sponsor events, like rodeos, and distribute marketing items at those events. Barnett said they've seen sales increase in the Willamette Valley and

calls Madras a "hotbed" for the product. Chute 8 whiskey and vodka will be one of the title sponsors of this year's Farm-City Pro Rodeo.

Revenue from both products has started trickling back to the rodeo. Barnett said the whole point of launching the spirits was not about the rodeo itself, but to create another revenue source to increase award amounts for Farm-City Pro Rodeo entrants.

Barnett is optimistic about Chute 8, "Things are going well, going strong, we've seen real success with it."

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