

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) June 3, 2025

**HERITAGE DISTILLING HOLDING COMPANY INC.**  
(Exact name of registrant as specified in charter)

<b>Delaware</b>	<b>001-42411</b>	<b>83-4558219</b>
(State or other Jurisdiction of Incorporation or Organization)	(Commission File Number)	(IRS Employer Identification No.)

<b>9668 Bujacich Road Gig Harbor, Washington</b>	<b>98332</b>
(Address of Principal Executive Offices)	(zip code)

<b>(253) 509-0008</b>
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12(b) under the Exchange Act (17 CFR 240.14a-12(b))
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.0001 per share	CASK	The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company ☒ x

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐ o

8.01 Other Events

On June 3, 2025, Heritage Distilling Holding Company, Inc. (the “Company”) announced the upcoming launch of Bitcoin Bourbon™: a limited-edition Kentucky straight bourbon whiskey designed to celebrate the spirit of decentralization, the rise of digital currency culture and the future of digital payments for e-commerce retailers. This release coincides with the Company’s newly adopted Cryptocurrency Treasury Reserve Policy, under which the Company will accept Bitcoin (BTC) as a form of payment and may hold BTC as a strategic asset.

As part of the announcement, the Company also unveiled its Bitcoin Bourbon “Bitcoin Giveaway” contest offering one lucky winner a chance to win one whole Bitcoin. Details and contest rules are available at <https://heritagedistilling.com/bitcoinbourbon>

A copy of the press release announcing this event is furnished as Exhibit 99.1 to this Form 8-K.

The information under this Item 8.01, including Exhibit 99.1, is deemed “furnished” and not “filed” under Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liability of that section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended (the “Securities Act”), or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Cautionary Note Regarding Forward-Looking Statements

The information in this Current Report on Form 8-K, including Exhibit 99.1, may contain “forward looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act and Section 21E of the Exchange Act. Certain statements furnished pursuant to this Item 8.01 and the accompanying Exhibit 99.1 are not historical facts are forward-looking statements that reflect management’s current expectations, assumptions, and estimates of future performance and economic conditions, and involve risks and uncertainties that could cause actual results to differ materially from those anticipated by the statements made herein. Forward-looking statements are generally identifiable by the use of forward-looking terminology such as “believe,” “expect,” “may,” “looks to,” “will,” “should,” “could,” “continue,” “anticipate” “optimistic,” “forecast” “intend,” “estimate,” “preliminary,” “project,” “seek,” “plan,” “looks to,” “on condition,” “target,” “potential,” “guidance,” “outlook” or “trend,” or other comparable terminology, or by a general discussion of strategy or goals or other future events, circumstances, or effects. Such statements include, but are not limited to, statements about the Company’s plans, objectives, expectations, intentions, estimates and strategies for the future, and other statements that are not historical facts. These forward-looking statements are based on the Company’s current objectives, beliefs and expectations, and they are subject to significant risks and uncertainties that may cause actual results and financial position and timing of certain events to differ materially from the information in the forward-looking statements. These risks and uncertainties include, but are not limited to, those set forth in the Company’s Registration Statement on Form S-1 (particularly under the captions “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations”), and other risks and uncertainties listed from time to time in the Company’s other filings, including and its quarterly 10-Q and annual 10-K filings, which are on file with the SEC. There may be other factors of which the Company is not currently aware that may affect matters discussed in the forward-looking statements and may also cause actual results to differ materially from those discussed. The Company does not assume any obligation to publicly update or supplement any forward-looking statement to reflect actual results, changes in assumptions or changes in other factors affecting these forward-looking statements other than as required by law. Any forward-looking statements speak only as of the date hereof or as of the dates indicated in the statement. Further information relating to factors that may impact our results and forward-looking statements are disclosed in our filings with the SEC. The forward-looking statements contained in this report are made as of the date of this report, and we disclaim any intention or obligation, other than imposed by law, to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

Exhibit No.	Description
<a href="#">99.1</a>	<a href="#">Press Release dated June 3, 2025</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: June 3, 2025

### HERITAGE DISTILLING HOLDING COMPANY INC.

By: /s/ Justin Stiefel  
Justin Stiefel  
Chief Executive Officer

**Heritage Distilling Announces Bitcoin Bourbon: Limited-Edition Crypto-Inspired****Whiskey Launch & 1 BTC Giveaway**

Gig Harbor, WA – June 3, 2025 — Heritage Distilling Holding Company, Inc. (NASDAQ: CASK), the most awarded craft distillery in North America for the past ten years, today announced the upcoming launch of Bitcoin Bourbon™: a limited-edition Kentucky straight bourbon whiskey designed to celebrate the spirit of decentralization, the rise of digital currency culture and the future of digital payments for e-commerce retailers. This release coincides with Heritage's newly adopted Cryptocurrency Treasury Reserve Policy, under which the company will accept Bitcoin (BTC) as a form of payment and may hold BTC as a strategic asset.

Bitcoin Bourbon will be released at a bold 106.15 proof, reflecting both the strength of the whiskey and alluding to the often-used term of "6.15" in Bitcoin parlance as a sign of financial freedom. Crafted to meet the expectations of modern consumers, it represents a fusion of "old-world" distilling and "next-gen" commerce.

"With Bitcoin Bourbon, we're blending centuries of whiskey-making culture with the frontier mindset of crypto adopters," said Justin Stiefel, Co-Founder and CEO of Heritage. "We believe in meeting our customers where they are—and increasingly, they're asking to pay with digital assets."

To mark this launch, Heritage is offering a chance to win one full Bitcoin through the Bitcoin Bourbon "Bitcoin Giveaway":

- Signing up for the Bitcoin Bourbon pre-release list at [heritagedistilling.com/bitcoinbourbon](https://heritagedistilling.com/bitcoinbourbon) earns each registrant five (5) free entries into the drawing.
- After product release, each purchase made using Bitcoin earns additional entries.
- No purchase is necessary. Open to U.S. residents aged 21+. Full rules at [heritagedistilling.com/bitcoinbourbon](https://heritagedistilling.com/bitcoinbourbon).

"This isn't just about what's in the bottle," added Matt Swann, Chair of Heritage's Technology and Cryptocurrency Committee. "It's about aligning with a values-driven community that believes in ownership, transparency, and innovation. Bitcoin Bourbon is an invitation to drink with purpose."

The product will be available exclusively through Heritage's direct-to-consumer e-commerce platform ([www.heritagedistilling.com](https://www.heritagedistilling.com)), with Bitcoin as a supported payment method. The company plans to unveil final product details, including age and mash bill, closer to the official release.

This initiative is part of a broader digital commerce strategy driven by Heritage's cryptocurrency policy and commitment to pioneering new methods of customer engagement.

**About Heritage Distilling Company, Inc.**

Bitcoin Bourbon™ is part of the company's broader strategy to integrate cryptocurrency into its operations. Heritage is among the premier independent craft distilleries in the United States, offering a variety of whiskeys, vodkas, gins, rums, and ready-to-drink canned cocktails. Heritage has been North America's most awarded craft distillery by the American Distilling Institute for ten consecutive years out of the more than 2,600 craft producers. Beyond this remarkable achievement, Heritage has also garnered numerous Best of Class, Double Gold, and Gold medals at esteemed national and international spirits competitions. As one of the largest craft spirits producers on the West Coast by revenue, the company is expanding its presence nationwide through a diverse range of sales channels, including wholesale, on-premises venues, e-commerce, and the innovative Tribal Beverage Network (TBN). The TBN initiative, a groundbreaking collaboration with Native American tribes, focuses on developing Heritage-branded distilleries, unique tribal brands, and tasting rooms tailored to tribal communities. By serving patrons of tribal casinos and entertainment venues, the TBN creates meaningful economic and social benefits for participating tribes, while providing an additional avenue for tribes to exercise and

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strengthen their sovereignty. This unique partnership reflects Heritage’s commitment to innovation, community engagement, and sustainable growth.

#### **Forward-Looking Statements**

This press release contains forward-looking statements, including statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements may be identified by words such as “aims,” “anticipates,” “believes,” “could,” “estimates,” “expects,” “forecasts,” “goal,” “intends,” “may,” “plans,” “possible,” “potential,” “seeks,” “will,” and variations of these words or similar expressions that are intended to identify forward-looking statements. Any such statements in this press release that are not statements of historical fact may be deemed to be forward-looking statements. Any forward-looking statements in this press release are based on Heritage’s current expectations, estimates, and projections only as of the date of this release and are subject to a number of risks and uncertainties that could cause actual results to differ materially and adversely from those set forth in or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, the risks associated with the development and release of the Bitcoin Bourbon product, the success of the pre-release sign-up campaign and associated contest, any liabilities created by sponsoring the contest, the impact of any new or anticipated business developments that would be expected to result therefrom, and other risks described in Heritage’s registration statement on Form S-1, and its quarterly 10-Q and annual 10-K filings, which are on file with the SEC. Heritage explicitly disclaims any obligation to update any forward-looking statements except to the extent required by law.

#### **Investor Contact**

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