

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 9, 2025

HERITAGE DISTILLING HOLDING COMPANY INC.

(Exact name of registrant as specified in charter)

Delaware

001-42411

83-4558219

(State or other Jurisdiction of
Incorporation or Organization)

(Commission File Number)

(IRS Employer
Identification No.)

**9668 Bujacich Road
Gig Harbor, Washington**

98332

(Address of Principal Executive Offices)

(zip code)

(253) 509-0008

(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

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.

8.01 Other Events

On June 9, 2025, Heritage Distilling Holding Company, Inc. (the “Company”) announced the upcoming launch of House of Doge™ Bourbon in partnership with House of Doge: a limited-edition Kentucky straight bourbon whiskey released under a license issued to the Company from House of Doge, the official corporate arm of the Dogecoin Foundation. The collaboration marks a historic fusion between a globally recognized crypto brand and a multi-award-winning distillery uniting to create a product that embodies the spirits of the block chain era. This release coincides with the Company’s newly adopted Cryptocurrency Treasury Reserve Policy, under which the Company will accept Bitcoin (BTC) and Dogecoin (DOGE) as forms of payment and may hold BTC and DOGE as strategic assets.

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

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
<u>99.1</u>	<u>Press Release dated June 9, 2025</u>
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 9, 2025

HERITAGE DISTILLING HOLDING COMPANY INC.

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

FOR IMMEDIATE RELEASE

Heritage Distilling and House of Doge Launch Exclusive Dogecoin-Inspired House of Doge™ Bourbon with Massive Giveaway

- **Supported by 500,000 “Dogecoin Giveaway” Contest**
- **So Smooth, It’s Practically a Moonshot**
- **Decentralization Meets Craft Distilling**

GIG HARBOR, WA | June 9, 2025 — (GLOBE NEWSWIRE) -- **Heritage Distilling Holding Company, Inc.** (NASDAQ: CASK), North America's most awarded craft distillery, in partnership with **House of Doge Inc.**, the official corporate arm of the **Dogecoin Foundation**, today announced the upcoming launch of **House of Doge™ Bourbon** — the world's only Dogecoin-inspired whiskey licensed exclusively to Heritage Distilling. This collaboration marks a historic fusion between a globally recognized crypto brand and a multi-award-winning distillery uniting to create a product that embodies the spirit of the blockchain era.

500,000 Dogecoin Up for Grabs

To kick off the pre-launch campaign, Heritage Distilling is launching the “[Dogecoin Giveaway](#)”, where one lucky fan will win the value of 1 whole Bitcoin worth of Dogecoins, which currently would be an estimated 500,000 Dogecoins based on recent market prices of both coins. The contest is free to enter, and fans can visit the contest page for official rules and details at heritagedistilling.com/houseofdogebourbon.

Much Wow. Very Whiskey. “Crafting a bourbon worthy of the Dogecoin community meant bringing together tradition and trend,” said Justin Stiefel, CEO of Heritage Distilling Company. “This isn’t just a meme — it’s a meticulously crafted bourbon that respects the old ways, with a wink to the new.”

While details of the soon to be released Kentucky bourbon are forthcoming, fans are encouraged to sign up for the House of Doge Bourbon waitlist by visiting heritagedistilling.com/houseofdogebourbon, where they can enter the “Dogecoin Giveaway” for free.

“The spirit of Dogecoin has always been rooted in fun and community,” said Andy DeFrancesco, Co-Founder of House of Doge. “When the opportunity arose to partner with Heritage Distilling — a brand known for their premium craft, innovation, and sense of humor — we knew this collaboration was destined for the moon.”

Timothy Stebbing, Director of The Dogecoin Foundation and newly appointed Chief Technology Officer at House of Doge said, “The Dogecoin community has always been about mainstream adoption for payments and celebrating moments when new products and services become available for purchase with Dogecoin. This exciting partnership celebrates all things Doge with a bespoke, high end product made by Dogecoin fans, for Dogecoin fans, and available to buy with Dogecoin. May this be one of many new ventures introducing Dogecoin to Main Street.”

Cryptocurrency Treasury Reserve Policy Adopted

Heritage Distilling recently implemented a [Cryptocurrency Treasury Reserve Policy](#) as part of a broader digital strategy. Heritage is also exploring crypto payments options across its supply chain, beginning with Canadian suppliers, as it refines its blockchain protocols and infrastructure.

“Our transition to a Crypto Product Goods (CPG) company underscores our vision of meeting customers where they are,” said Matt Swann, nationally recognized FinTech expert who also serves as Director of Heritage Distilling and as chairman of the company’s Technology and Cryptocurrency Committee. “This is about more than accepting crypto payments— it’s about reshaping how brands engage, connect, and transact in a decentralized future.”

About House of Doge Inc. House of Doge is the official corporate arm of the Dogecoin Foundation, dedicated to bringing Doge-powered ideas into the mainstream across culture, commerce, and community.

About Heritage Distilling Company, Inc.

House of Doge Bourbon™ released under a license from House of Doge, is part of Heritage Distilling's broader strategy to integrate cryptocurrency into its operations while connecting with consumers seeking companies moving into crypto commerce. 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 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 House of Doge Bourbon™ product, the success of the pre-release sign-up campaign and associated contest, any liabilities created by sponsoring the contest, the success of the company's relationship with House of Doge, 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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