



NC - US

BHAWK

— BRAD HALLING —
AMERICAN WHISKEY KO.

BAR • RESTAURANT
SHOP • TOUR • EVENTS

SOUTHERN PINES, NORTH CAROLINA

WIFI: BHAWKguest Pass: thankyousouthernpines

BHAWK

Brad Halling American Whiskey Ko.

BHAWK, short for Brad Halling American Whiskey Ko., marks the foundation for Sergeant Major (US Army, Ret) and special operations Veteran Brad Halling's personal life story of Gratitude and recognizes the extraordinary men he served with in the 1993 Battle of Mogadishu. After surviving the battle, later memorialized by Hollywood in the movie Black Hawk Down, Brad was given a second chance at life.

Now Brad's vision is to honor the giants he walked amongst and to express Gratitude to all those who've served our Nation and our communities. Joined by his wife, Jess (Colonel, US Army Ret), expressing Gratitude for Extraordinary Service through BHAWK and its premium brands, Sergeant's Valor whiskeys and Madam Colonel premium spirits, is a second calling for Brad and Jess Halling.

The Hallings' have a combined 49 years in the U.S. Army serving with our Nation's most remarkable servicemembers. After five years of due diligence, the Hallings and their team opened the doors of BHAWK on February 21, 2024.



*A single fallen Eagle feather
graces all BHAWK labels,
honoring our fallen Eagles
lost on the battlefield.
The Eagle has long
symbolized strength, courage,
and American patriotism
and is the term used
to describe a fallen
American Servicemember
on the battlefield.*

Brad and Jess Halling – Founders



POURS & FLIGHTS

SERGEANT'S VALOR

Gratitude Series	40
Batch 1 : To the Pilots and Crew of Super 62	
Bourbon	15
Rye	16

Founders' Flight 40

A curated flight of four limited-edition BHAWK expressions.
Selections rotate based on availability.

Whiskey Flight 18

Madam Colonel Bourbon, Sergeant's Valor Bourbon & Rye, Madam Colonel Pistachio Bourbon Cream

MADAM COLONEL

Bourbon	13
Gin	13
Pistachio Bourbon Cream	12
Vodka	11

Madam Colonel Flight 18

Madam Colonel Gin, Vodka, Bourbon, Pistachio Bourbon Cream

SIGNATURE COCKTAILS

BHAWK Peach Barrel Aged Old Fashioned	20
Bourbon, peach and brown sugar simple, bitters, premium cherry	
Irene Old Fashioned	16
Sergeant's Valor Bourbon, blood orange simple, bitters, orange peel	
Pineapple Habanero Bourbon Sour	15
Madam Colonel Bourbon, pineapple, fresh lime, habanero	
Godfather	17
Sergeant's Valor Rye, house amaretto, lemon twist	
O'Bradley	16
Madam Colonel Pistachio Bourbon Cream, house triple sec & vanilla vodka, splash of cream, orange wheel, bark chocolate	
One-Five-Five	14
Madam Colonel Gin, lemon, blackberry sage syrup, LaMarca Prosecco, lemon twist	
Tart Cherry Manhattan	17
Sergeant's Valor Rye, sweet vermouth, blood orange bitters, splash of tart cherry juice, premium cherry	
Boulevardier	17
Sergeant's Valor Rye, house Campari, sweet vermouth, bitters, lemon twist	
Valor Americano	15
Sergeant's Valor Bourbon, pumpkin simple, cold brew, lemon wheel	
Ginger Sesame Mule	14
sesame infused Madam Colonel Vodka, lime, ginger beer, fresh mint	
Vesper Martini	14
Madam Colonel Gin and Vodka, dry vermouth, raspberry syrup, and lemon juice	
Perfect Gin Sour	14
Madam Colonel Gin, lime juice, lemon juice, house simple, egg white, mint, lime wheel	
Gochuchang Bloody Mary	14
Madam Colonel Vodka, spicy Korean gochuchang bloody mary mix, lime juice, old bay seasoning, lime wheel	

WINE • BEER • N/A

WINE

REDS

Elouan Pinot Noir	13 42
Trapiche Oak Cash Malbec	12 36
Threadcount Red Blend	13 42
Bonanza Cabernet Sauvignon	14 44

WHITES

Domaine Chateau Ste Michelle, Brut Cuvee	12 36
La Jolie Fleur Rose	12 36
Threadcount Sauvignon Blanc	12 36
Pighin Pinot Grigio	12 36
Boen Chardonnay	14 44
Chateau Ste Michelle Riesling	13 42

BY THE BOTTLE

Far Niente Chardonnay	115
Napa Valley Quilt Cabernet Sauvignon	80
Sequoia Grove Napa Valley Cabernet	135

DRAFT BEER

Guinness	16 oz 8 20 oz 10
Rail House Brewery	
A Hef Too Far Hefeweizen	7
Seasonal Rotation	7
IPA, Blonde Ale, Lager	

NON-ALCOHOLIC

San Pellegrino 1L	10
Figi 1L	10
Italian Mocktail	8
Fever Tree	6
club soda, tonic, ginger beer	
Clouds Root Beer	6
Samuel Adams Hazy IPA	6
Soft Drinks	3
Sweet Tea, Unsweet Tea, Lemonade, Coke, Diet Coke, Sprite, Ginger Ale	

FOOD

SHAREABLES & SALADS

- Meat and Cheese Board** 32
local meats, aged cheeses, nuts, berries, jams, pickled vegetables, cracker assortment
- Olives and Almonds** 14
orange peel, zesty marinade, toasted almonds
- NC Butterbean Hummus** 14
local butterbeans, marinated bell peppers, warm pita
- BHAWK Crispy Chicken Salad** 18
fried chicken, greens, tomato, cucumber, boiled egg, cheese, croutons, Smithfield bacon, ranch, Italian or maple vinaigrette
grilled upon request
- Wedge** 16
Iceberg, house balsamic, smoked blue cheese, beefsteak tomatoes, cured bourbon & brown sugar bacon, pickled onion
- Side Salad** 6
mixed greens, tomato, cucumber, and croutons, served with choice of ranch, Italian, or maple vinaigrette

HANDHELDS

Served with choice of fries, fresh fruit, coleslaw, frips chips or side salad

- BHAWK Crispy Chicken Sandwich** 16
fried chicken breast, lemon parsley mayo, arugula, house pickled onions, brioche
grilled upon request
- Chipotle BLT** 17
pile of Smithfield bacon, caramelized onion, arugula, beefsteak tomato, chipotle mayo, fresh sourdough
- BHAWK Original Smash** 18
two 100% Angus Certified patties, whipped herb goat cheese, Smithfield bacon, curried onion relish, brioche, cooked medium well
- Cheddar Bacon Smash** 18
two 100% Angus Certified patties, cheddar cheese, Smithfield bacon, lettuce, tomato, onion, pickle, chipotle mayo, brioche, cooked medium well



SOMETHING SWEET

- Madam Colonel Pistachio Bourbon Sundae** 12
big scoop of vanilla or chocolate ice cream, pistachios, Madam Colonel Pistachio Bourbon Cream
- Blueberry and White Chocolate Cheesecake** 12
- Godiva Chocolate Cheesecake** 12

DISCOVER BHAWK

TOUR BHAWK

Wednesday – Sunday 11-6, on the hour

Learn about BHAWK and its purpose driven brands, Sergeant's Valor whiskeys and Madam Colonel clear and flavored spirits, by touring BHAWK's newly constructed facility.

Guests experience a guided tour through the production plant, the heart of the facility, and then gather in the Gratitude Room, the soul of the facility, for a sampling of Sergeant's Valor Bourbon and Rye, and Madam Colonel Pistachio Bourbon Cream. Guests depart with a complimentary Sergeant's Valor rocks glass for their home bar.

VISIT OUR SHOP

Bottles, Merchandise & Cigars

Sergeant's Valor and Madam Colonel bottles, and varied branded merchandise are available for retail purchase along with select premium Arturo Fuente cigars. *Please visit the shop or ask a team member for current offerings.*

Gift Cards are available.

SPIRITS AT A GLANCE

For guests curious about grain, age, and style

SERGEANT'S VALOR

<i>Expression</i>	<i>Origin</i>	<i>Age</i>	<i>Grain</i>
Selct Bourbon	Kentucky	5-6 yrs	Corn Forward–Rye Spice
Selct Rye	Indiana	3-10 yrs	Rye driven–Dry Finish
Gratitude	Kentucky	8-9 yrs	Balanced–Rich Oak

MADAM COLONEL

<i>Expression</i>	<i>Origin</i>	<i>Style</i>
Bourbon	Kentucky	Clean–Approachable
Pistachio Bourbon Cream	BHAWK	Cream based–Dessert
Gin	BHAWK	Citrus–Juniper
Vodka	BHAWK	Clean–Classic



GATHER AT BHAWK

Open 7 Days a Week

Mon - Thurs 11 - 9

Fri - Sat 11 - 10

Sunday 10 - 9

Brunch Every Sunday 10 - 4

LIVE MUSIC

Thursday and Sunday evenings 5-8

Enjoy live music at BHAWK, a relaxed setting to unwind, gather and stay awhile



PRIVATE EVENTS

HOST YOUR NEXT
GATHERING AT BHAWK



Corporate Events • Celebrations • Weddings
Private Tastings • Single Barrel Selections

CATERING & EVENTS



Join to learn about special happenings throughout the year:

hallingwhiskey.com

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SERGEANT'S VALOR

→ PREMIUM WHISKEYS ←



SERGEANT'S VALOR
SELECT BOURBON



SERGEANT'S VALOR
SELECT RYE



American
Distilling
Institute

2025
BEST IN CATEGORY
DOUBLE GOLD



Available at BHAWK, in NC ABC Stores, and online at hallingwhiskey.com
(47 states; by law excludes NC, UT and SD)



MADAM COLONEL

TRD COLONEL MRK

PREMIUM SPIRITS



MADAM COLONEL
PISTACHIO
BOURBON CREAM



FINALIST



INQUIRE
ABOUT OUR

Single Barrel

PROGRAM

VIP PROGRAMS

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RAISE THE AMERICAN SPIRIT