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FOR IMMEDIATE RELEASE

2011 BUFFALO TRACE GRILLIN' CONTEST
Buffalo Trace Bourbon Whiskey Launches Online Recipe Contest

FRANKFORT, Franklin County, Ky (May 24, 2011) – Calling all Grill Masters! Buffalo Trace is calling for entries as it launches the 2011 Buffalo Trace Grillin' Contest. Culinary dreamers and food experimenters everywhere can now share their unique recipes featuring Buffalo Trace Bourbon in a new digital cooking contest created by Buffalo Trace Kentucky Straight Bourbon Whiskey. It's a virtual contest located online within the whiskey's social network website at www.buffalotracesaloon.com <<http://www.buffalotracesaloon.com/>>.

"The use of great whiskey in food is a tradition that many bourbon loving folks often enjoy," said Buffalo Trace's Kris Comstock. "This contest will allow them to share those great tasting recipes with other bourbon lovers."

Buffalo Trace, the flagship brand of America's oldest continuously operating distillery, will give away monthly gift certificates to Omaha Steaks for the best bourbon food recipe. To join the contest, upload a recipe that includes Buffalo Trace Bourbon to the "Grillin'" section on the Saloon website. The Buffalo Trace Saloon community will then review the submitted recipes for their favorites and vote. The recipe that receives the most votes during each month wins an Omaha Steak gift certificate.

"Our website has thousands of bourbon drinking members who already enjoy all sorts of games, videos and entertainment," continued Comstock. "The Grillin' contest will give them another reason to enjoy the Saloon, and give other Saloon members some great ideas on how to mix great whisky into their summer Grillin'."

The contest is live and will continue through October. For further details on the 2011 "Buffalo Trace Grillin' Contest," visit www.buffalotracesaloon.com/grillin <http://www.buffalotracesaloon.com/grillin>.

About Buffalo Trace Distillery

Buffalo Trace Distillery is a family-owned company based in Frankfort, Franklin County, Kentucky. The distillery's rich distilling tradition dates back to 1787 and includes such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and

Elmer T. Lee. Buffalo Trace Distillery is a fully operational distillery producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Malt Advocate Magazine* and *Wine Enthusiast Magazine*. It was named *Whisky Magazine* 2010 World Icons of Whisky “Whisky Visitor Attraction of the Year.” Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotrace.com <<http://www.buffalotrace.com/>>. To download images from Buffalo Trace Distillery visit www.buffalotracemediakit.com <<http://www.buffalotracemediakit.com/>>.

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