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For Immediate Release

BUFFALO TRACE DISTILLERY BREAKS TOURISM RECORDS

Visitation Has Increased 145% Since 2010

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 13, 2015) Buffalo Trace Distillery has much to celebrate as it rings in the new year. For 2014, the National Historic Landmark Distillery welcomed 123,331 visitors, a new record, and a 26 per cent increase over the previous year. Since the end of 2009, Buffalo Trace Distillery has grown its visitation a whopping 145 per cent.

“We are so happy we’ve been able to meet so many new friends from across the world as they’ve stopped by to see us and take one of our [five complimentary tours](#),” said Meredith Moody, marketing services director. “In addition to offering a wide variety of tours, we have also added to our special events over the last few years, including our “Legends” dinner series, and other opportunities throughout the year to learn about our brands and our heritage. We have at least one special event about every month, so there’s something for everyone here at Buffalo Trace!” Those interested in the special events can see a list of them [here](#).

Not only did 2014 bring a wealth of visitors to Buffalo Trace, it also brought a number of major awards. The Distillery was named “Distiller of the Year” at the International Wine and Spirits Competition, “Brand Innovator of the Year” by *Whisky Magazine* at its Icons of Whisky America Awards, and its William Larue Weller Bourbon and Sazerac Rye 18 Year Old Whiskey won second and third finest whiskies in the world, respectively, by the esteemed Jim Murray’s *Whisky Bible*. To see all of the awards the Distillery has won, look [here](#).

To address all the growth Buffalo Trace is experiencing, the company has started a vertical expansion on its Visitor Center, repurposing an additional 5,500 square feet above its current footprint to include an additional tasting area and meeting and event

space. That expansion is expected to be complete by Derby 2015. Earlier in 2014, Buffalo Trace broke ground on an 83,000 square foot warehouse center that will have a state of the art Automated Storage and Retrieval System (AS/RS). This project is slated to be completed by spring 2015.

About Buffalo Trace Distillery

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich tradition dates back to 1773 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 a National Historic Landmark as well as is listed on the National Register of Historic Places. The Distillery has won 17 distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. It was named "Brand Innovator of the Year" by *Whisky Magazine* at its Icons of Whisky America Awards 2015. Buffalo Trace Distillery has also garnered more than 300 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotracedistillery.com. To download images from Buffalo Trace Distillery visit www.buffalotracediakit.com

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