



Contact: Amy Preske
PR & Events Manager
apreske@buffalotrace.com
502-696-5957
www.buffalotracedistillery.com
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For Immediate Release

**BUFFALO TRACE DISTILLERY
WELCOMES GUESTS FROM AROUND THE
WORLD AND ONLINE**

Tourism up 28 Percent and a New Website for the New Year!

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 10, 2013) – Buffalo Trace Distillery kicks off 2013 with some exciting news to share: A record number of visitors toured the Trace in 2012, shattering the previous visitor record by 28 percent. And for whiskey fans that cannot tour the 225-year-old Distillery in person, Buffalo Trace has unveiled a new website at www.buffalotracedistillery.com.

The enhanced website features a new interactive map on its home page showing its expansive 130 acre complex, complete with several points of interest containing 360 degree views of the campus, as well as seven web cams that give a bird's eye view of areas such as the hand bottling halls, barrel dumping, the fermenters and the still house. There's even steam rising, a barrel rolling, and truck moving along the road to give as real of an experience as one can get without visiting here in person!

Delving into the website, visitors can watch videos of the distilling process, learn about distilling from Master Distiller Harlen Wheatley and hear Master Distiller Emeritus Elmer T. Lee talk about his 59+ years spent in the bourbon industry. There is also extensive information about the Distillery's bourbons, the four different tours offered and tour times, and the events and rental facilities.

“We’re very excited about our progress we’ve made, both on the tourism side and the cyber side,” says Meredith Moody, marketing services director. “We attribute our strong increase in visitors to the fact that we offer a great variety of tours, all complimentary.

Our bourbons continue to win awards, and that also draws people here from around the world. Now with an updated website, which offers so much more information and interaction, visitors can feel like they took a tour from their living room!”

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*, *Whisky 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.buffalotracedistillery.com. To download images from Buffalo Trace Distillery visit www.buffalotracedmediakit.com.

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