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For Immediate Release

**BUFFALO TRACE DISTILLERY NAMED
THE WORLD'S MOST INNOVATIVE WHISKEY MAKER**
Thomas H. Handy Sazerac Rye deemed the World's Best American Whiskey

FRANKFORT, FRANKLIN COUNTY, KY (April 2, 2015) – Whisky Magazine recently awarded Buffalo Trace Distillery with the title of Innovator of the Year at the Whiskies & Spirits Conference in London. According to Whisky Magazine, the 240+ year-old-Distillery was named the World's Best Whisky Brand Innovator due to its, "...maintaining a continuous commitment to experimentation and research in the production of premium American Whiskeys," said Managing Editor, Rupert Wheeler.

One clear example is Thomas H. Handy Sazerac Rye Whiskey, which the Distillery produces once each year. Handy won top honors at the 2015 World Whiskies Awards when the rye whiskey was named the World's Best American Whiskey. In addition, eight other whiskeys from Buffalo Trace won awards at this prestigious competition.

Over the years Buffalo Trace Distillery has become known for innovation and experimental whiskies, including the Single Oak Project. This experiment has been called the most extensive bourbon experiment ever undertaken and examines seven critical variables which resulted in 192 unique bourbons, currently being rated by whisky connoisseurs. Results and findings are expected to be released later this year.

The Distillery also just recently built and filled Warehouse X, an experimental warehouse comprised of four independently operating chambers that will allow specific environmental factors to be tested, to determine their effect on aging barrels. Although not quite a year into the first experiment, measuring how light affects barrel aging, already the Distillery has obtained valuable data.

In addition to Whisky Brand Innovator of the Year and Thomas H. Handy Sazerac Rye's World's Best American Whiskey designation, two whiskeys received three American overall awards. Pappy Van Winkle Family Reserve 20 Year was the overall winner for Best Age Statement Bourbon and the overall winner for Best Bourbon, and Thomas H. Handy Straight Rye Whiskey was the overall winner for Best American Rye.

For Best Non-Age Statement Bourbon, Buffalo Trace Kentucky Straight Bourbon received gold, Col. E. H. Taylor Jr. Single Barrel Bourbon received silver and William Larue Weller Kentucky Straight Bourbon Whiskey received bronze.

Col. E.H. Taylor Jr. Straight Rye Whiskey won gold for Best Non-Age Statement American Rye, and W.L. Weller 12 Year won bronze for Best Age Statement Bourbon.

The 2015 World Whiskies Awards and Icons of Whisky were announced at the Whiskies & Spirits Conference in London on March 19. Whiskies in each category were subject to rigorous blind taste testing to determine the best of each category. American Icons are determined following nominations from producers, retailers, distributors and importers, which are then voted on by those in the industry before Whisky Magazine's editorial panel reviews the votes.

To determine the 2015 World Icons of Whisky, icons in America, Scotland and the rest of the world were voted on before the Whisky Magazine editorial panel was tasked with deciding the winner for each global title in the Icons categories.

For more information about the World Whiskies Awards visit www.worldwhiskiesawards.com and <http://iconsofwhisky.com/>.

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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