



CONTACT: Christopher McNamara
chris@cornett-ims.com
859-281-7857

Amy Preske
PR & Events Manager
apreske@buffalotrace.com
502-696-5957

BUFFALO TRACE ANNOUNCES FANTASY FOOTBALL AND PICK 'EM GAMES

Buffalo Trace Bourbon Whiskey Launches Online Football Contests

FRANKFORT, Franklin County, Ky (August 15, 2011) – Buffalo Trace Bourbon wants to invite fans of football and whiskey to come together and compete in the 2011 Fantasy Football League and Football Pick'em challenge. Both are virtual contests that challenge contestants to compete with other football fans to see who has the best football knowledge.

“Smash mouth football and great bourbon whiskey are both great American traditions,” said Buffalo Trace Brand Manager Kris Comstock. “Both contests will allow our fans to compete with other bourbon lovers while enjoying the upcoming football season.”

Buffalo Trace, the flagship brand of America's oldest continuously operating distillery, will give a grand prize for each contest. Winners will earn a free trip to the Buffalo Trace Distillery in Kentucky, which includes hotel, airfare and much more. Weekly prizes are also awarded throughout the season. To compete, just go online to www.buffalotracefootball.com <<http://www.buffalotracefootball.com/>> ..

“We like our contests to challenge our fans,” continued Comstock. “These football contests take dedication and skill to be the best, just like making damn good whiskey.”

The contest is live and will continue through the end of the pro football season. For further details visit www.buffalotracefootball.com <<http://www.buffalotracefootball.com/>> . There is no charge to enter these contests. You must be 21 years old to play. Please drink responsibly.

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.buffalotracediakit.com <<http://www.buffalotracediakit.com/>> .

#

