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**BUFFALO TRACE DISTILLERY RELEASES
COLONEL E.H. TAYLOR, JR. RYE RECIPE WHISKEY**
100 Proof Straight Rye Whiskey is Fifth in the Collection

FRANKFORT, FRANKLIN COUNTY, KY (Aug 7, 2012) – Straight Rye Whiskey has experienced a strong resurgence in the American whiskey landscape, yet Colonel E. H. Taylor, Jr. was making this style over 100 years ago. The latest offering from Buffalo Trace Distillery pays tribute to the former Distillery owner with a small batch, Bottled-In-Bond, 100 proof, straight rye whiskey from days long past.

An altogether different recipe and profile than Sazerac Rye, this recipe contains just rye and malted barley, no corn. The result is an aroma full of dried fruit, black pepper, and touch of fresh dill. A small sip brings an array of flavors both sweet and savory with a terrific balance of dark spices and subtle caramel overtones. The finish is especially pleasing with an oaky dryness that lingers just long enough.

The Straight Rye Whiskey is the fifth in the line of the E. H. Taylor, Jr. collection of whiskeys. It joins the Old Fashioned Sour Mash Bourbon, Single Barrel Bourbon, Warehouse C Tornado Surviving Bourbon and Barrel Proof Bourbon that have all been released since early 2011. Like the previous four releases, this whiskey will have very limited availability and will be packaged in a vintage label and canister reminiscent of Taylor's bottles over one hundred years ago.

Taylor is widely considered one of the founding fathers of the bourbon industry, fighting for the Bottled-in-Bond Act of 1897, nearly three decades after he purchased the distillery that is known today as the Buffalo Trace Distillery. During his time, Taylor implemented several innovative methods still used today by Buffalo Trace, such as climate controlled aging warehouses. In addition to his bourbon interests, Taylor had political ties. He was the great-nephew of President Zachary Taylor and elected the mayor of Frankfort, state representative to the Kentucky General Assembly and a member of the State Senate.

The Colonel E.H. Taylor, Jr. Straight Rye Whiskey will be available in late August and will be released annually each year. The suggested retail price is \$69.99 for a 750ml bottle.

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.buffalotracediakit.com.

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