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FOR IMMEDIATE RELEASE

**BUFFALO TRACE DISTILLERY
BOTTLES WHEAT AND RYE WHITE DOGS**

Now Three White Dog Varieties Are Available

FRANKFORT, FRANKLIN COUNTY, KY (Aug. 9, 2011) – Buffalo Trace Distillery has done it again with two new un-aged whiskies – White Dog Wheated Mash and White Dog Rye Mash. These two new additions are joining the existing White Dog Mash #1. These clear whiskies are bottled at barrel fill proof and allow consumers to experience what whiskeys taste like before barrel aging

The Wheated Mash White Dog from Buffalo Trace is distilled from corn, barley and wheat. The soft wheat offers less bite and ages gracefully to eventually become W.L. Weller and Pappy Van Winkle Bourbons. This whiskey goes into barrels at 114 proof, the same strength as this White Dog.

The Rye Mash White Dog is made from corn, barley, and rye grains. Rye tends to be more spicy and complex. When aged, this White Dog will become the critically acclaimed Sazerac Straight Rye Whiskey. The proof of this clear whiskey is the same as if it were going into a barrel for aging - 125 proof.

The two new releases will join Buffalo Trace White Dog Mash #1, the same recipe used to make its flagship bourbon. The Distillery set the liquor industry aglow when it released its un-aged Mash #1 for sale a few years ago. Originally intended to be sold in the Buffalo Trace Gift Shop as a novelty item, until media outlets latched on to it, bartenders demanded it, and liquor stores asked for it. Now several other distilleries have jumped into the market, allowing consumers and bartenders even more products with which to experiment.

“We’ve been genuinely surprised how fast White Dog has grown in popularity,” said Kris Comstock, brand manager. “Hopefully bartenders and consumers will come up with some creative cocktails using the Wheat and Rye. If nothing else, you can see how these whiskeys taste before and after barrel aging.”

The three Buffalo Trace White Dog offerings will be available in 375ml bottles only and suggested retail pricing is \$15.99 per bottle. All three White Dog offerings are packed in one case.

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 whiskey 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. To download images from Buffalo Trace Distillery visit www.buffalotracediakit.com.

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