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For Immediate Release

Buffalo Trace Distillery Has Another Record Year for Visitors

Visitation has increased 190% since 2009

Franklin Co, Frankfort, Ky. (Jan. 12, 2016) – Buffalo Trace Distillery ended 2015 on a high note, with a record number of visitors coming to see the 243-year-old National Historic Distillery. For the year ending Dec. 31, 2015, Buffalo Trace entertained 145,849 guests, an increase of 18% over the previous year. Since the end of 2009, Buffalo Trace has seen an astonishing 190% growth in visitation.

“Our Visitor Center expansion was completed last spring, just in time for a very busy summer and fall,” said Meredith Moody, marketing services director. “Between the expansion, the opening of our Old Taylor House, the completion of our new technologically advanced 83,000 square foot distribution center, and the additional 282 acres of land we purchased to start our own farm-to-table bourbon, we’ve had very eventful year at Buffalo Trace Distillery.”

And that’s not all – last year the Distillery was also awarded two very prestigious awards, the 2015 American and Caribbean Spirits Producer of the Year by the International Wine and Spirits Competition, and the 2015 Icons of Whisky World *Whisky* Brand Innovator of the Year. A host of other awards and gold medals were awarded to the various brands produced by Buffalo Trace in 2015, all of which can be seen [here](#).

For 2016, Buffalo Trace Distillery has no plans to slow down its tourism efforts. It will continue to offer its [five complimentary tours](#), each followed by a complimentary tasting. The [consumer events](#) such as the January “Legends” dinner series, Valentine’s dinner, Oaks Day festival, and more will continue to be offered. The Distillery is also open now year round for tours, except major holidays.

“We’re excited about the future plans we have for the Distillery, most notably that we expect to reach our one millionth (cumulative) tour visitor sometime in 2016!,” added Moody. “Our plans for celebrating that milestone are under wrap for now, but you can be sure to see something exciting from us later this year, probably in the fall.”

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.buffalotracedmediakit.com

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