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For Immediate Release

Craft Your Perfect Bourbon

Buffalo Trace Distillery Launches Interactive Website

Franklin Co, Frankfort, Ky. (Oct. 28, 2015) – There’s no denying that bourbon has become more popular these days, but many drinkers are new to the brown spirit and confused about how bourbon whiskey is made and the subtle nuances of recipes, aging, proof and warehousing. Buffalo Trace Distillery aims to change that with a new interactive website, www.yourperfectbourbon.com.

In just three minutes, users can design a bourbon perfect for their own taste. Once online, visitors will select their own bourbon recipe and learn how the grains such as corn, wheat, rye and barley influence the taste. Adding more rye results in a more “daringly spicy” bourbon, for example. Visitors will then see animated graphics explaining how the distillation process works, before witnessing just what 55 seconds of charring can do to an oak barrel. Then users on this bourbon journey get to select which level in the aging warehouse they want their barrel to age, and learn how different elevations within a warehouse ultimately impact the taste of each bourbon. Aging and proof round out the end of the experience, before each custom designed bourbon is complete. Then a description of each participant’s perfect bourbon is unveiled, based on their individual preferences. While each custom designed bourbon is unique, the website will also identify actual brands from the Buffalo Trace portfolio that taste most similar in profile, helping fans learn what they might like the next time they crave a sip of bourbon whiskey.

“I hope people will really enjoy this fun and interactive experience, while learning how bourbon is made,” said Kris Comstock, bourbon marketing director. “It takes years to craft a great bourbon, but it only takes minutes to design your favorite online.”

**Please note, this website (www.yourperfectbourbon.com) is for entertainment purposes only, not for the purchase of whiskey.*

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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