



Contact: Amy Preske
PR & Events Manager
apreske@buffalotrace.com
502-696-5957
www.buffalotracediakit.com

For Immediate Release

**BUFFALO TRACE DISTILLERY RELEASES ELMER T. LEE
COMMEMORATIVE EDITION BOURBON**

Profits from Limited Edition Bourbon going to local VFW

FRANKFORT, FRANKLIN COUNTY, KY (April. 3, 2014) – In 1949, a slight young man fresh out of college with an engineering degree came to work at Buffalo Trace Distillery (then known as the George T. Stagg Distillery). That man was Elmer T. Lee, and little did anyone know, he would become a legend in the bourbon industry – a Master Distiller, creating the world’s first single barrel bourbon in 1984 and revitalizing the bourbon industry.

After 36 years of service to Buffalo Trace Distillery, Elmer retired in 1985, but continued to travel the world as a bourbon ambassador for Buffalo Trace. He regaled bourbon fans with stories from his past, while educating them about the history and heritage of America’s native spirit. Shortly after his retirement Elmer was honored with his own namesake single barrel bourbon. Every week Elmer visited the Distillery in which he had spent so much of his life, went to the laboratory, and personally selected the barrels for his namesake brand.

Sadly, in 2013 Elmer died just a few weeks shy of what would have been his 94th birthday. Now, Buffalo Trace honors Elmer again with the release of a commemorative edition Elmer T. Lee Single Barrel Bourbon at 93 proof, his age when he passed.

Selected from the same warehouse floors which Elmer liked to find his “honey” barrels for his namesake bourbon, the commemorative edition is packaged in the same square bottle as the standard Elmer T. Lee, but with an upscale black label with gold embossed lettering bearing Elmer’s signature. His distinctive profile adorns the front of the label while the back label details of Elmer’s life and his legacy.

“We’re remarkably fortunate to have known Elmer. His contributions to the bourbon industry, Buffalo Trace Distillery and all our lives are countless. We want to honor our friend and give back to his family and his favorite cause, the Veterans of Foreign Wars,” said Kris Comstock, bourbon marketing director. “Profits from the sale of this commemorative edition Elmer T. Lee Bourbon will go to local VFW Post 4075, in which Elmer was active until the end.” Elmer served as a radar bombardier in the United States Army Air Corps (now known as the United States Air Force) in World War II.

“The barrels selected for this bourbon taste much the same as the standard Elmer T. Lee bourbon in which he was so proud. Barrels were tasted and carefully evaluated by the team at Buffalo Trace to ensure each had the smooth and balanced sweetness that Elmer T. Lee Bourbon fans have come to love,” continued Comstock.

The commemorative bottling of Elmer T. Lee Bourbon will start arriving in stores this April. Quantities of this one-time offering are very limited. Suggested retail pricing is \$34.99. Production of the standard Elmer T. Lee Single Barrel Bourbon will continue as barrels come of age and are deemed worthy of Elmer and his legacy.

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 1786 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 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.buffalotracedistillery.com.

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