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For Immediate Release

**BUFFALO TRACE DISTILLERY PLAYS WITH FIRE
IN LATEST EXPERIMENTAL WHISKEY RELEASE**

First Experimental Collection Release of 2013

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 15, 2013) Just in time for colder weather, Buffalo Trace Distillery offers a solution to your winter chills. The latest Experimental Collection bourbons both survived the heat. The Hot Box Toasted Barrel Bourbon Whiskey and #7 Heavy Char Barrel Bourbon Whiskey are the two latest offerings from the Kentucky distillery.

Both of these experiments study the effects of extreme heat on oak barrels and the flavor of the bourbon inside.

The Hot Box Toasted Barrel Bourbon involved placing the barrel staves into a “Hot Box” at 133 degrees Fahrenheit. Then, the staves were steamed before being assembled into a barrel. The goal was to drive the flavors deep into the wood. Next the barrels were filled with Buffalo Trace Rye Bourbon Mash #2 and left to age for 16 years and 8 months. The resulting bourbon is a well-balanced whiskey with fruity notes complimented by a caramel and buttery taste.

The #7 Heavy Char Barrel Bourbon Whiskey experiment used barrels which were charred for 3.5 minutes, as opposed to the normal 55 second char used by Buffalo Trace typically. The barrels were then filled with Buffalo Trace Rye Bourbon Mash #2 and left to age for 15 years and 9 months. The end result is a bourbon with an oaky aroma followed by a body that is heavy and complex. A smoky and robust flavor, with fantastic woody notes and hints of vanilla, fruit and tannin. It is dry and balanced.

“Toying with barrels is fun and interesting. It’s quite dramatic to see how something as simple as an extra heavy barrel char can influence the taste of bourbon,”

said Harlen Wheatley, master distiller. “Both of these experiments yielded very interesting and balanced flavor profiles that I think most people will enjoy tasting.”

These “hot” barrels are part of the more than 1,500 experimental barrels of whiskey aging in the warehouses of Buffalo Trace Distillery. Each of these barrels has unique characteristics that differentiate it from all others. Some examples of these experiments include unique mash bills, type of wood and barrel toasts. In order to further increase the scope, flexibility and range of the experimental program, an entire micro distillery, named The Colonel E.H. Taylor, Jr. “OFC” Micro Distillery, complete with cookers, fermenting tanks, and a state-of-the-art micro still has been constructed within Buffalo Trace Distillery.

The Experimental Collection will be packaged in 375ml bottles. Each label will include all the pertinent information unique to that barrel of whiskey. These whiskeys will retail for approximately \$46.35 each. These rare experimental bottles should be available in late January or early February. For more information on the Experimental Collection or the other products of Buffalo Trace Distillery, please contact Kris Comstock at kcomstock@buffalotrace.com.

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.buffalotracedistillery.com.

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