



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

**FOR IMMEDIATE RELEASE**

**GEORGE T. STAGG NAMED TOP SPIRIT IN THE WORLD 2011**

*American Bourbon Beats Scotch Whisky!*

**FRANKFORT, FRANKLIN COUNTY, KY (July 19, 2011)** – George T. Stagg, the iconic uncut, unfiltered bourbon released annually from Buffalo Trace Distillery, has been named the number one spirit in the world, knocking off the perennial favorite Highland Park 18 Scotch Whisky for the first time since 2005. The list, compiled annually by noted spirits reviewer F. Paul Pacult, was released in his June 2011 issue of *The Spirit Journal*. The George T. Stagg is also the first American Whiskey to ever be named number one in *The Spirit Journal's* 13 years of tabulating.

Notes Pacult, “This version (2010) of the GT Stagg is the latest layer in an incredible body of work performed by Buffalo Trace Master Distiller Harlen Wheatley that deserves to be recognized as genuinely great.”

The George T. Stagg Bourbon Whiskey is part of the Antique Collection that is released each fall from Buffalo Trace Distillery. Long considered the frontrunner of the Collection, the Stagg has collected numerous awards over the years, including the 2011 Ultimate Spirits Competition Chairman’s Trophy Winner; 2011 Double Gold Winner, Best Bourbon, San Francisco World Spirits Competition; the 2010 American Whiskey of the Year from Jim Murray’s 2010 Whiskey Bible; 2009 Bourbon of the Year and Best Bourbon Aged 13-17 Years from Jim Murray’s 2009 Whiskey Bible; and the Best in Class in the 2009 New York Spirits Awards, among others.

“This is such an honor,” notes Harlen Wheatley, master distiller at Buffalo Trace Distillery. “To be the top spirit, not just the top whiskey, but top spirit, in the world, and then to find out it’s the first American Whiskey to hold that distinction is quite a privilege – especially coming from someone as well respected in the industry as Paul.”

Adds Pacult in his review, “This is more of a clarion call that American whiskey distillers run with the best of Scotland and Ireland and, in some cases, like GT Stagg, eclipse them.”

The 2011 version of the George T. Stagg will be released later this fall with the Antique Collection. Suggested retail pricing of the Stagg is \$69.99.

**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*, *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](http://www.buffalotrace.com). To download images from Buffalo Trace Distillery visit [www.buffalotracediakit.com](http://www.buffalotracediakit.com).

# # #