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**FOR IMMEDIATE RELEASE**

**BUFFALO TRACE EXPANDS TOURISM OPERATION**

*Distillery fires things up with a new cooperage exhibit*

**Franklin County, Kentucky**— Come and see what's new! Buffalo Trace continues to give folks new reasons to come by for a visit and old friends a reason to return. The distillery is thrilled to announce the addition of a new cooperage exhibit designed to take visitors through one of the most important aspects of bourbon production. The cooperage is currently open for self-guided tours and will be added to the regular tour route in the spring of 2010.

Independent Stave Company has been instrumental in this new exhibit, generously donating all the barrel products on display. Visitors can now learn the history and importance of the barrel firsthand as they walk through every step of the barrel-making process. Guests can also observe numerous photos and facts gathered from the Thomas D. Clark Kentucky History Center archives along with antique tools key in barrel production.

"We are really excited about this addition to our tour," said Elizabeth Hurst, visitor center manager. "We have numerous repeat visitors and it's nice to be able to provide them with a new experience while they are here. There is no better way to do this than showing them why the barrel is one of the most important factors in the quality of Buffalo Trace's award-winning bourbon."

If you are interested in visiting Buffalo Trace please visit [www.buffalotrace.com](http://www.buffalotrace.com). Tour times, directions and contact information are listed. All distillery tours are complimentary and group tours are always welcome.

**About Buffalo Trace**

Buffalo Trace Distillery is a family-owned company based in Franklin County, Kentucky. The distillery's rich distilling tradition dates back to 1787 and has included such legends as E.H. Taylor, Jr., George T. Stagg, Albert B. Blanton, Orville Schupp, and Elmer T. Lee. Buffalo Trace is a fully operational distillery producing bourbon, rye and vodka on site and is listed on the National Register of Historic Places. Buffalo Trace has won seven distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Malt Advocate Magazine* and *Wine Enthusiast Magazine*. Buffalo Trace has also garnered more than 200 awards for its wide range of premium whiskies.

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