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**FOR IMMEDIATE RELEASE**

**BUFFALO TRACE DISTILLERY EARNS INTERNATIONAL  
PRAISE**

*Whisky Magazine presents distillery with American Whisky Brand Innovator Award*

**Franklin County, Kentucky** —And the winner is...Whisky Magazine held their annual *Icons of the Industry* luncheon last week at Bourbons Bistro in Louisville, KY. The event honored American distilleries and their work over the past year. During the event Buffalo Trace Distillery was named Whisky Brand Innovator of the Year. Buffalo Trace also received the distinction of “Highly Commended” in the “Distiller of the Year” category.

“It’s great to receive this recognition from such an industry authority,” said Harlen Wheatley, Buffalo Trace Master Distiller. “The luncheon is a great opportunity to get together with other Kentucky distillers and winning this award is really gratifying for all of us at Buffalo Trace.”

Buffalo Trace Distillery’s Experimental Collection was cited as a major factor for the recognition along with distillery’s continuing efforts to improve their techniques as well as their products. Buffalo Trace will go on to compete in this category with distilleries from around the world. The world winners will be announced at Whisky Magazine’s *Icons of the Industry* award ceremony to be held in London, England in conjunction with Whisky Live London.

For more information on the *Icons of the Industry* awards please visit the Whisky Magazine website at [www.whiskymag.com](http://www.whiskymag.com). For more information about Buffalo Trace Distillery please visit [www.buffalotrace.com](http://www.buffalotrace.com).

**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 170 awards for its wide range of premium whiskies. The distillery is part of the Sazerac family of companies, which has operations in New Orleans, Louisiana; Franklin County, Kentucky; Fredericksburg, Virginia and Baltimore, Maryland.

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