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FOR IMMEDIATE RELEASE

BUFFALO TRACE EARNS PRAISE FOR HOSPITALITY

Whisky Magazine names distillery "American Visitor Attraction of the Year"

Franklin County, Kentucky— 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 "American Visitor Attraction of the Year." Buffalo Trace also received the distinction of "Highly Commended" in the "Innovator of the Year" category.

"It's great to receive this recognition from *Whisky Magazine*," said Elizabeth Hurst, visitor center manager. "We love showing folks around the distillery. Bourbon is such a rich part of Kentucky's history. It's great to be able to share it with our visitors."

Buffalo Trace Distillery's visitors continue to grow each year. New tour offerings have also been added to encourage guests to come back again and again. 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. For more information about Buffalo Trace Distillery please visit 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 200 awards for its wide range of premium whiskies.

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