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**COLONEL E.H. TAYLOR, JR.
OLD FASHIONED SOUR MASH BOURBON WHISKEY**

Buffalo Trace Distillery Announces New Release

Frankfort, Franklin County, Kentucky (Feb. 22, 2011)– Colonel Edmund Haynes Taylor, Jr. will yet again leave his indelible mark on the whiskey industry. The man who introduced the first climate controlled aging warehouses, used a patented sour mash technique, and fought for the Bottled-in-Bond Act of 1897 will have a line of premium whiskeys bearing his name. Buffalo Trace Distillery has recreated his traditional sour mash and produced a limited edition, one-time offering of Colonel E. H. Taylor Jr. Old Fashioned Sour Mash Bourbon Whiskey.

This faithfully reproduced bourbon was carefully aged for nine years and “Bottled in Bond” at 100 proof. The sour mashing technique for this small batch bourbon was derived from a meeting several years ago with some Buffalo Trace Distillery retirees who recounted a method for making old fashioned sour mash whiskey. The process replicated the way in which E.H. Taylor, Jr. made sour mash back in his day.

So in 2002 Buffalo Trace Distillery set to work making bourbon using Taylor’s original souring method. The end result was a bourbon delivering a character and body rarely found in whiskeys today. Taylor, a name synonymous with quality whiskey making, might have even said this whisky is “of Topmost Class.”

“Taylor was a true pioneer of the whiskey industry over a century ago,” said Mark Brown, president of Buffalo Trace Distillery. “We believe this whiskey is a tribute to him.” Taylor was the great-nephew of President Zachary Taylor, mayor of Frankfort, state representative to the Kentucky General Assembly and a member of the State Senate. In 1870 he first purchased the distillery and took on the daunting task of modernization. He later named the distillery O.F.C. and continued to invest large sums of money to make it an industry leader. Taylor over-extended himself financially in an effort to use the most modern equipment to make the finest bourbon whiskey available. Throughout his career, Taylor was responsible for the development of seven different distilleries in the area and is widely considered one of the founding fathers of the bourbon industry.

This Old Fashioned Sour Mash Bourbon is the first of several new E.H. Taylor, Jr. whiskeys to be released over the next few years. “All of the Taylor whiskeys will be distinctive. Most will be very limited,” said Kris Comstock, brand manager. Each offering will showcase a vintage label and canister, reminiscent of Taylor’s bottles nearly one hundred years ago. “We designed the current bottle to

replicate antique bottles made by Taylor back in 1913,” adds Comstock. Each bottle will be packaged in a canister, much like something Taylor used during his day. Retail price for the E.H. Taylor Jr. Old Fashioned Sour Mash Bourbon will be available for around \$70 per 750ml bottle.

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. To download images from Buffalo Trace Distillery visit www.buffalotracediakit.com.

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