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VISITORS STAMPEDE TO BUFFALO TRACE DISTILLERY

Tourism numbers increase as fans spread the word

Franklin County, Kentucky— Oh, what a year! As the popularity of bourbon continues to grow throughout the world, so does the number of guests making the pilgrimage to Buffalo Trace Distillery. The distillery is the most highly decorated distillery in the world as well as recently named American Visitor Attraction of the Year by *Whisky Magazine*. Buffalo Trace increased the number of tour-goers by an astonishing 25% in 2009. Visitors have come from every state in the union as well as from 34 different countries. Guests traveled from as far away as Australia and Tanzania.

In an effort to make both the new and returning visitor experience fresh, Buffalo Trace continues to make additions for all guests to enjoy. In the upcoming year visitors can look forward to a new mini-cooperage, The Firehouse Café and Warehouse D Annex.

“It’s wonderful to see so many make the journey to Buffalo Trace to experience Kentucky Bourbon at its finest,” said Meredith Moody, director of marketing services for the distillery. “We continue to welcome more visitors each year, as well as welcome back old friends. It’s very gratifying to share our rich tradition and heritage with others.”

The Trace currently offers three unique tours. The various tours include: the Trace Tour, the Hard Hat Tour and the Post Prohibition Bourbon Boom Tour. Each tour is distinct and educates visitors on different aspects of the distilling process and the history of the distillery.

If you are interested in visiting Buffalo Trace please visit 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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