



CONTACT: **Angela H. Traver**
Public Relations Manager
atraver@buffalotrace.com
502-696-5957

FOR IMMEDIATE RELEASE

**THE WHISKIES OF BUFFALO TRACE DISTILLERY
RECEIVES NEW PRAISE**

Prestigious new spirits competition gives high marks

Franklin County, Kentucky— The Ultimate Spirits Challenge recently announced their scores and Buffalo Trace had a very strong showing. The competition reviewed more than 520 of the world's finest spirits in 13 major categories from 42 different countries. Each product was evaluated under ideal conditions utilizing the most unbiased methodology. Here are the results for the whiskies of Buffalo Trace Distillery:

Extraordinary / Ultimate Recommendation (95-100 pts):

Sazerac Rye 18 year-old Kentucky Straight Rye Whiskey

Excellent / Strong Recommendation (90-94 pts):

Buffalo Trace Kentucky Straight Bourbon Whiskey

William Larue Weller Kentucky Straight Bourbon Whiskey

Thomas H. Handy Sazerac Rye Kentucky Straight Rye Whiskey

Pappy Van Winkle Family Reserve 20 year-old

Very Good / Recommended (85-89 pts):

Eagle Rare Single Barrel Kentucky Straight Bourbon Whiskey

Blanton's Single Barrel Kentucky Straight Rye Whiskey

Sazerac Rye Kentucky Straight Rye Whiskey

Benchmark Kentucky Straight Bourbon Whiskey

“We were very excited about this new competition,” said Kris Comstock, bourbon brand manager. “It’s exciting to have our whiskies reviewed by these industry experts and receive such amazing feedback.”

To learn more about Buffalo Trace Distillery visit www.buffalotrace.com. For a complete list of Ultimate Spirits Challenge winners go to www.ultimate-beverage.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. Most recently the distillery was named the 2010 World Icons of Whisky “Whisky Visitor Attraction of the Year” by *Whisky Magazine*.

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