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FOR IMMEDIATE RELEASE

**BUFFALO TRACE DISTILLERY RELEASES
COLONEL E.H. TAYLOR, JR. BARREL PROOF BOURBON WHISKEY**

FRANKFORT, FRANKLIN COUNTY, KY (May 10, 2012) – The latest in the Colonel E. H. Taylor, Jr. Bourbon Collection from Buffalo Trace Distillery is an extraordinary barrel proof, uncut, unfiltered rye recipe bourbon.

Weighing in at a hefty 134.5 proof, this small batch bourbon was aged for seven years on the sixth floor of Buffalo Trace’s Warehouse C, built by Colonel Taylor in 1881.

When you experience this uncut and unfiltered Bourbon, “an aroma of cooked, berries meets the nose, followed by a rich caramel and slightly floral smell. The taste is bold – full of spice that fills the mouth with a distinct flavor of toasty vanilla, dried oak and pepper. The finish is long and satisfying with a powerful rye character and lingering hints of fruit.”

The Barrel Proof Bourbon is the fourth in the line of the E. H. Taylor, Jr. collection of whiskeys to be released over the next few years. It joins the Old Fashioned Sour Mash Bourbon, Single Barrel Bourbon and Warehouse C Tornado Surviving Bourbon released within the past year. Like the previous three releases, this Barrel Proof Bourbon will have very limited availability and will be packaged in a vintage label and canister reminiscent of Taylor’s bottles nearly one hundred years ago

Taylor is widely considered one of the founding fathers of the bourbon industry, fighting for the Bottled-in-Bond Act of 1897, nearly three decades after he purchased the distillery that is known today as the Buffalo Trace Distillery. During his time, Taylor implemented several innovative methods still used today by Buffalo Trace, such as climate controlled aging warehouses. In addition to his bourbon interests, Taylor had political ties. He was the great-nephew of President Zachary Taylor and elected the mayor of Frankfort, state representative to the Kentucky General Assembly and a member of the State Senate.

The Col. E.H. Taylor, Jr. Barrel Proof Bourbon will be available in June. Suggested retail pricing is \$69.99 for a 750 ml 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.buffalotracedistillery.com. To download images from Buffalo Trace Distillery visit www.buffalotracedistillery.com.

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