



Contact:
Amy Preske
Public Relations & Events Manager
Buffalo Trace Distillery
apreske@buffalotrace.com
502-696-5957

For Immediate Release

Buffalo Trace Distillery Has a Banner Year for Visitors

Visitation increases 17% over last year, 227% increase since 2010

Franklin Co, Frankfort, Ky. (Jan. 17, 2017) – Buffalo Trace Distillery ended 2016 on a high note, with a record number of visitors and a cornucopia of new advancements. For the year ending Dec. 31, 2016, this National Historic Landmark Distillery entertained 170,587 guests, an increase of 17% over the previous year. Since 2010, Buffalo Trace has seen an astonishing 227% growth in visitation.

Add that to the discovery last year of Buffalo Trace’s [“Bourbon Pompeii,”](#) the early foundation and fermenting vats dating back to 1873, the arrival of its [millionth visitor](#), and its announcement of a [\\$200 million dollar investment](#), which will include more barrel warehouses, it was a very eventful year.

“We continue to surprise even ourselves with the volume of guests we are welcoming weekly,” said Meredith Moody, marketing services director. “We are already looking at additional ways to expand our Visitor Center which just went through an expansion last year, and we’re looking at adding another tour to join our current five complimentary tours already in place.”

And 2017 is starting off strong for Buffalo Trace, with the kickoff of its popular January “Legends” dinner series, which are all nearly sold out, followed by fan favorite Buffalo Love for Valentine’s Day, plus various [consumer events](#) offered throughout the year. The Distillery continues to be open year round seven days a week for tours, except major holidays.

“We’re excited about what the future holds for Buffalo Trace Distillery. We’ve definitely not resting on our laurels but looking for more and better ways to enhance the visitor experience,” added Moody.

About Buffalo Trace Distillery

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich tradition dates back to 1773 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 a National Historic Landmark as well as is listed on the National Register of Historic Places. The Distillery has won 17 distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. It was named “Brand Innovator of the Year” by *Whisky Magazine* at its Icons of Whisky America Awards 2015. Buffalo Trace Distillery has also garnered more than 300 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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