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**BUFFALO TRACE DISTILLERY NAMED
VISITOR ATTRACTION OF THE YEAR BY WHISKY MAGAZINE**

Buffalo Trace Visitor Center Manager Highly Commended

FRANKFORT, FRANKLIN COUNTY, KY (March 2, 2017) – Whisky Magazine has named Buffalo Trace Distillery its 2017 Icons of Whisky America Visitor Attraction of the Year. The Distillery received this award Tuesday, Feb. 28, 2017 at the Whisky Magazine Awards America presentation in New York City where it was honored for its visitor experience. The Distillery’s Visitor Center Manager, Matt Higgins was also highly commended for Visitor Attraction Manager of the Year.

“We hold a strong commitment to providing an exceptional visitor experience for our guests and work very hard to continually expand our abilities to support the growing number of people we welcome,” Meredith Moody, marketing services director said. “We are thrilled and beyond honored to be named Visitor Attraction of the Year.”

To support its ever-growing visitation, Buffalo Trace Distillery has more than doubled capacity with the expansion of its Visitor Center, and is continually expanding its tours. In calendar year 2016, the Distillery welcomed 170,587 guests, an increase of 17 percent over the previous year, and a 227 percent increase since 2010.

The Distillery currently offers five unique tours and provides all tours and tastings complimentary to its guests. With its visitors and the preservation of its history in mind, Buffalo Trace will also be incorporating the recent discovery of the intact O.F.C. Distillery foundation and fermenters into a future tour yet to be announced.

Buffalo Trace Distillery will now go on to compete for this title on a global level. The global Icons of Whisky awards will be announced March 30 at the Whisky Magazine Awards Dinner in London.

American Icons are determined following nominations from producers, retailers, distributors and importers, which are then voted on by those in the industry before Whisky Magazine's editorial panel reviews and draws up a shortlist from which the winners are selected.

For more information about the World Whisky Awards and the Icons of Whiskey, visit www.worldwhiskiesawards.com and <http://iconsofwhisky.com/>.

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.buffalotracediakit.com.