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BUFFALO TRACE DISTILLERY TO RELEASE A NEW BOURBON DESIGNED BY FANS

Over 100,000 Crafted their Perfect Bourbon

FRANKFORT, FRANKLIN COUNTY, KY (March 27, 2018) It seems when you leave it up to bourbon fans to “craft their perfect bourbon” they unanimously agree, wheat recipe is king! In November 2015, Buffalo Trace Distillery launched its [“Craft Your Perfect Bourbon”](#) website, in a lighthearted attempt to teach people about bourbon. The interactive experience allows fans to choose their bourbon recipe, warehouse placement, age, and proof. In just over two years, 100,239 bourbon drinkers completed the process of “crafting” their perfect bourbon.

And what did fans choose? The overwhelming number of them chose a wheated bourbon recipe aged for eight years. Most chose for their barrel to mature on the top floor of the bourbon warehouse and ultimately be bottled at somewhere between 90-99 proof. So in response, Buffalo Trace Distillery will be releasing a new edition of W. L. Weller Bourbon called “CYPB,” short for Craft Your Perfect Bourbon.

As directed by fans, this bourbon will be made from a wheat recipe, aged eight years on the top floors of the warehouses, and bottled at 95 proof. Although very limited, one batch of this new bourbon will be released each year, beginning this summer. The recommended price is \$39.99 for a 750ml bottle.

“Although we certainly didn’t set out to produce a new bourbon based on this ‘Craft Your Own’ experience, the results are overwhelmingly consistent, so why not give whiskey drinkers what they want?!” explained Kris Comstock, senior marketing director. “We’re thrilled how so many fans have interacted with the website, and we hope more will try their hand at crafting their perfect bourbon.”

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 21 distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. Its Col. E. H. Taylor, Jr. Four Grain Bourbon was named World Whiskey of the Year by *Jim Murray's Whiskey Bible 2018*. Buffalo Trace Distillery has also garnered more than 500 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 <http://www.buffalotracedistillery.com/media>

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