



## **Buffalo Trace Distillery Asks 8 Million Americans to Run for the Bourbon Experience of a Lifetime**

*Distillery honors fans with chance to stock their bars with rare bottles and stay at secluded Stagg Lodge*

**FRANKFORT, FRANKLIN COUNTY, KY (Jan. 18, 2023)** – In December, Buffalo Trace Distillery made history when it filled its eight millionth barrel of bourbon since Prohibition. To celebrate this milestone and the fans who have been instrumental in its growth, the distillery is offering a one-of-a-kind Buffalo Trace Distillery experience... but there is a catch.

On the heels of National Ditch Your New Year's Resolution Day, Buffalo Trace Distillery is asking Americans to ditch their resolutions and go for bourbon...well run (or walk, jog, cheer someone on) for bourbon instead.

"The passion we see from our fans is the most inspiring part of what we do," said Harlen Wheatley, master distiller. "We're asking people to run just one mile for a chance to join us at Buffalo Trace Distillery for a specially curated bourbon experience, and the opportunity to stock their bars with an exclusive collection of some of our [finest bourbons](#) for the new year and beyond."

One fan who "runs" a mile for bourbon will win a first-class trip for two to stay at the secluded Stagg Lodge on the distillery grounds, dinner prepared by the distillery's private chef, private tours of the grounds and distillery, and an \$800 gift card for [gift shop](#) merchandise. Buffalo Trace Distillery, whose portfolio includes the [2022 Antique Collection](#), will also donate bourbon, in the name of the winner, to a mutually agreed upon 501(c) charity.

"There's running ... and then there's running with the goal of bourbon," said Freddie Johnson, third generation team member and distillery VIP Visitor Lead. "We've pulled out all the stops to plan this immersive and exclusive experience for one special bourbon fan."

Bourbon fans should visit [www.willrunforbuffalotracebourbon.com](http://www.willrunforbuffalotracebourbon.com) between January 18 and February 18 for details and to enter.

The historic eight millionth barrel filling, just four years after filling its seven millionth barrel, comes in the midst of the distillery's \$1.2 billion expansion over the last several years. Keep up with the [Buffalo Trace Distillery](#) at [@buffalotracedistillery](#) on [Facebook](#) and [Instagram](#).

### **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 1775 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 35 distillery titles since 2000 from such notable publications as Whisky Magazine, Whisky Advocate Magazine and Wine Enthusiast Magazine. Its George T. Stagg was named World Whiskey of the Year for 2022 and its Thomas H. Handy Sazerac Rye was named 2nd Finest Whiskey in the World for 2022. Buffalo Trace Distillery has also garnered more than 1,000 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit [www.buffalo.trace.distillery.com](http://www.buffalo.trace.distillery.com).



###