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BUFFALO TRACE DISTILLERY ANNOUNCES THE PROHIBITION COLLECTION

One of the only distilleries to remain open during Prohibition has recreated five historic whiskeys that existed during one of America's most unique time periods



FRANKFORT, KY (September 26, 2023) – Buffalo Trace Distillery is thrilled to announce The Prohibition Collection: an annual limited-edition, multi-bottle collection honoring the whiskeys that were legally produced and sold at the distillery during arguably the most contentious time period in alcohol history. Known then as the George T. Stagg Distillery, the debut release tributes five Prohibition Era-brands that have, until now, disappeared: **Old Stagg, Golden Wedding, Three Feathers, Walnut Hill and George T. Stagg Spiritus Frumenti.**

From 1920 to 1933, the production, sale and transportation of alcohol was banned in the United States due to the ratification of the 18th amendment to the United States Constitution, an era known as Prohibition. Purchasing alcohol was only legal with a medical prescription. At the time, many doctors believed spirits to be a cure for a wide variety of ailments. As such, the U.S. Government granted licenses to six distilleries to bottle medicinal whiskey: one of those distilleries was the

George T. Stagg Distillery in Frankfort, KY. Known today as Buffalo Trace Distillery, it is the longest continually-operating distillery in America.

The inaugural Prohibition Collection features five whiskeys, each created in tribute to a historic brand that was housed at the Buffalo Trace Distillery site during Prohibition:

- **Old Stagg**, a barrel-proof (132.4 proof), uncut and unfiltered whiskey featuring an oaky, vanilla aroma; sweet and mellow taste with notes of leather and dark cherries and a smooth vanilla finish. Old Stagg was originally created in honor of former owner George T. Stagg and replaced O.F.C. Bourbon as the Distillery's flagship brand. Today, the brand lives on as Stagg and George T. Stagg, both barrel proof whiskeys that have their roots in this Prohibition era brand.
- **Golden Wedding**, a 107-proof rye whiskey that has heavy rye on the nose; a grainy, herbal taste with notes of dill pickle and rye; and a spicy, smokey finish with a hint of banana. The brand, which dates back to 1869, was originally produced by Schenley Distilling at the Joseph S. Finch Distillery in Pennsylvania. During Prohibition, its bottling was split between Schenley's Pennsylvania distillery and the George T. Stagg Distillery. In the late 1940's, the brand was moved to Schenley's distillery in Canada and would become a Canadian whiskey before ceasing to exist in the late 20th century.
- **Three Feathers**, a 100-proof, bottled-in-bond whiskey created by Buffalo Trace Master Blender Drew Mayville. Dating back to at least 1812, Three Feathers was first advertised as a luxurious rye before becoming a bonded and then a blended whiskey. Today's recreation presents a vanilla, charred oak aroma with stone and light tropical fruit taste, and smokey, caramel and a slight cocoa finish.
- **Walnut Hill**, a 90-proof high-rye bourbon featuring a slightly citrus aroma with light corn and oak notes; sweet molasses, stone fruit and vanilla taste; and a smokey, woody finish. This historic spirit was bottled by the George T. Stagg Distillery during Prohibition with production overseen by President Albert Blanton.
- **George T. Stagg Distillery Spiritus Frumenti**, a 110-proof wheated bourbon honoring the medicinal whiskey produced at the George T. Stagg Distillery. "Spiritus Frumenti," which translates as "Spirit of the Grain" in Latin, existed as a generic name for medicinal whiskey during Prohibition. Tasting notes include an aroma of caramelized brown sugar; fruity yet floral taste with notes of cherry and oak; and finishes with vanilla, wheat and citrus.

"We stand behind our motto, 'Honor Tradition, Embrace Change'," says Harlen Wheatley, Buffalo Trace Master Distiller. "Each of these brands disappeared slowly in the years after Prohibition, but they were integral to our survival. Without them, today there would be no Buffalo Trace, Eagle Rare or Weller bourbons. The Prohibition Collection is a tribute to these great whiskeys from our past."

“At Buffalo Trace Distillery, we build brands based on real, authentic stories firmly rooted in the rich history of excellent whiskey making in America,” says Andrew Duncan, Global Brand Director for Buffalo Trace Distillery. “When we discovered these brands – and others – in our distillery’s history, we could not wait to bring them back to life and tell their stories again. By aging and selling barrels from numerous distilleries all over the country, the Buffalo Trace Distillery site played a key role in keeping American Whiskey alive during one of the most unique periods in the history of the spirits industry.”

The entire collection is housed in a custom wooden display case, with each of the five 375ml bottles heavily-inspired by their Prohibition Era packaging and original bottle size: even the back cartons feature the cut-out for doctors to apply the prescription for medicinal whiskey, without which one could not legally purchase alcohol.

The Prohibition Collection will be rolling out in limited quantities to its distributor network, which will ship to select retailers, bars and restaurants across the United States as of October 2023 at a suggested retail price of \$999.99 (five 375ml bottles); state taxes will vary per market.

High-resolution images available for download here:

<https://www.dropbox.com/scl/fo/4itsav7usho3p2mx9ots9/h?rlkey=5s4ar9bsotcrz63npyxzrc0bb&dl=0>

Photo credit: Buffalo Trace Distillery

About Buffalo Trace Distillery

Buffalo Trace Distillery is an American family-owned company based in Frankfort, 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 40 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.buffalotracedistillery.com. To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>

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