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BUFFALO TRACE DISTILLERY ADDS GINGER ALE AND GINGER BEER TO FREDDIE'S OLD FASHIONED SODA LINEUP

FRANKFORT, FRANKLIN COUNTY, KY (Oct. 29, 2020) -- Buffalo Trace Distillery is announcing two new offerings in Freddie's Old Fashioned Soda line. Ginger Ale and Ginger Beer join the lineup, which launched with Freddie's Root Beer in 2019. The new line extensions will hit select markets and be available in the Buffalo Trace Distillery Gift Shop in mid-November.

Similar to Freddie's Root Beer, packaging will pay homage to Bourbon Hall of Famer and longtime tour guide, Freddie Johnson. The label will depict Freddie's image and well-known catchphrases, such as "Isn't that neat?" and "Hey daddy-o!" Freddie's Ginger Ale will be packaged in green glass bottles, while Freddie's Ginger Beer bottles will be clear glass. Bottles will have an orange bottle cap featuring Freddie's signature thumbs up, and the bottle carrier will depict scenes of the Distillery and Freddie fishing along the banks of the Kentucky River.

Made with all natural ingredients, both new Freddie's sodas deliver a crisp mellow mouth feel, perfect for enjoying on a brisk fall day or building a Kentucky Mule.

Freddie Johnson has worked as a tour guide at Buffalo Trace Distillery for 18 years and is well-known for his vibrant personality and ability to entertain guests with his wonderful storytelling. Freddie's Old Fashioned Sodas are made to be enjoyed with friends and family, and the brand pays tribute to Johnson, who is the third generation of his family to welcome visitors to the Distillery.

Similar to Freddie's Root Beer, Freddie's Ginger Ale and Ginger Beer will be priced at \$1.25 per bottle. More information can be found at

<https://www.buffalotracedistillery.com/freddies.html>

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 Col. E. H. Taylor, Jr. Four Grain Bourbon was named World Whiskey of the Year for 2018 and its William Larue Weller and Thomas H. Handy Sazerac were named 2nd and 3rd finest whiskeys in the world for 2020. 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>