



Contact: **Amy Preske**
PR Manager
Apreske@buffalotrace.com
502-696-5957
www.buffalotracediakit.com

BUFFALO TRACE DISTILLERY INTRODUCES OLD CHARTER OAK BOURBON

*New Collection of Whiskeys Explores and Celebrates the Role Oak Plays
in Making Great Whiskey*

FRANKFORT, FRANKLIN COUNTY, KY (Dec. 6, 2018) – Have you ever wondered how barrels made from trees that grew in different countries, climates, and soil would affect the flavors of the whiskey? Buffalo Trace Distillery began wondering this about 15 years ago and took it to a completely new level, resulting in a re-imagined whiskey brand called Old Charter Oak.

Most bourbon whiskey is aged in oak from the American Ozarks, but Buffalo Trace Distillery wondered if barrels made from oak trees grown in China, or Canada, or France would create bourbons with a different taste profile. What about trees grown in different states? Does a barrel produced from a tree grown in Georgia differ from a barrel produced from a tree grown in Oregon? Further, what about red oak, or pin oak, or laurel oak, would barrels produced from these oak species produce bourbons with different taste profiles?

By Federal standards, bourbon is required to be aged in a new, charred oak container. But there is no specification it must be American white oak, it's just that nearly all bourbons made today are aged in white oak. This new Old Charter Oak line is an entire collection of bourbon aged in oak barrels from different oak varietals, and is designed to explore, honor, and celebrate the role of oak in making great whiskey. The oak trees used for this brand will vary by country of origin, or species, or U.S. state. Some barrels are even made from century oaks, 100, 200, or 300 year old oak trees.

All the Old Charter Oak Bourbon series will be released over time, starting with the first release of Mongolian Oak Bourbon this winter. In 2019, there will be two other new releases, from oak trees harvested from other countries. Subsequent releases are planned a few

times each year, indefinitely. “As of now, we have bourbon aging for the Old Charter Oak collection set for release now through 2030, but we’ll keep producing more each year for more new whiskeys beyond that,” said Kris Comstock, senior marketing director.

The first release in this series, Mongolian Oak, is a bourbon aged in barrels from trees grown in Mongolia, which were sourced by Master Distiller Harlen Wheatley in 2006, but it was 2008 before the barrels arrived at Buffalo Trace and filled with Buffalo Trace’s Mash #1. Aged 10 years, the Mongolian Oak tastes vastly different from bourbons aged in barrels made from traditional American white oak, although not overpowering, this new whiskey is full bodied. “We know, from previous research we’ve done, how important oak is to the final taste profile. The barrel is responsible for about 50% of the flavor profile in bourbon,” stated Wheatley. “So it only made sense to take that one step further and see how different barrels from different oak tree varieties would taste in comparison to what we think of as ‘traditional’ oak barrels.” The suggested retail pricing for the Mongolian Oak is \$69.99, but the different oak varieties released over the years will have different price points, all in a similar range.

Old Charter Oak will be packaged in an upscale package, glass bottle with a cork finish. Each bottle will have an oak medallion on the front depicting the Charter Oak tree.

Old Charter is a brand that has always celebrated the central role that oak plays in making great whiskey, given its namesake. The brand dates back to 1874, when Adam and Ben Chapeze created the bourbon, naming it in honor of the Charter Oak tree, a famous symbol of American independence and free spirit, which grew in Connecticut in the 12th or 13th century until it fell in a storm in 1856.

Old Charter changed owners a few times, until it was purchased by Buffalo Trace Distillery in 1999. The existing Old Charter Bourbon is still produced by parent company Sazerac and there are no plans to discontinue it. The Old Charter Oak series is an upscale brand extension, much like Buffalo Trace has done with its [E. H. Taylor, Jr.](#) line.

The Mongolian Oak Bourbon will be available starting in December 2018, but supplies will be limited. These whiskeys will be bottled at 90 proof. More information can be found about the Old Charter Oak series www.oldcharteroak.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 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>