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**OLD CHARTER OAK NAMED THE AMERICAN  
BRAND INNOVATOR OF THE YEAR BY WHISKY MAGAZINE**

**FRANKFORT, FRANKLIN COUNTY, KY (Feb. 10, 2021)** –The Icons of Whisky America Awards by Whisky Magazine named [Old Charter Oak](#) the 2021 Brand Innovator of the Year in a virtual awards ceremony last week.

“In our continual journey to innovate and explore ways to produce better whiskey, this is a huge honor for us,” Master Distiller Harlen Wheatley said. “Our Old Charter Oak series explores a wide variety of important factors, and each release tells us more about the role oak plays in making great whiskey. Oak is an essential part of bourbon making, so it’s important that we examine all the variables we can.”

The Old Charter Oak collection explores, honors, and celebrates the role of oak in making great whiskey by exploring the different taste profiles of barrels obtained from trees grown in different countries, climates and soil. The oak trees used for this brand vary by country of origin, or species, or U.S. state. Some barrels are even made from century old trees that grew for 100, 200 and 300 years.

Four expressions of Old Charter Oak have been released to date, including Chinkapin Oak, Mongolian Oak, French Oak, and Canadian Oak. Subsequent releases are planned a few times each year, indefinitely. Each release in the series is limited. Suggested retail pricing for each Old Charter Oak expression is \$69.99.

Due to the COVID-19 pandemic, this is the first year the Icons of Whisky awards have been announced online and broadcast around the world rather than presented in person.

The Icons of Whisky Awards America 2021 will now compete with counterparts from all over the world. For more about the Icons of Whisky visit

[www.iconsowhisky.com](http://www.iconsowhisky.com). More information about the Old Charter Oak series can be found at [www.oldcharteroak.com](http://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 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 2<sup>nd</sup> and 3<sup>rd</sup> 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](http://www.buffalotracedistillery.com). To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>