



Contact: **Navji Dixon**
Public Relations Coordinator
Buffalo Trace Distillery
ndixon@buffalotrace.com
www.buffalotracediakit.com

BUFFALO TRACE DISTILLERY'S W.L. WELLER BOURBON SETS A GLOBAL STANDARD

Whiskey Drinker Influenced "Craft Your Perfect Bourbon" Named World's Best

FRANKFORT, FRANKLIN COUNTY, KY (April 15, 2021) Whisky Magazine has recognized W.L. Weller "Craft Your Perfect Bourbon" (C.Y.P.B.) as both Best Kentucky Bourbon and World's Best Bourbon at the 2021 World Whiskies Awards.

"Whiskey drinkers played a key role in the crafting of this wheated bourbon," said Joshua Steely, brand director, bourbon. "A few years ago, we asked whiskey drinkers to choose their ideal bourbon recipe, proof, warehouse location and age through a fun, interactive online activity called [Craft Your Perfect Bourbon](#). This bourbon is the result of overwhelming whiskey drinker consensus—a wheated recipe bourbon aged on the highest warehouse floors for eight years and bottled at 95 proof. We are humbled to receive recognition for this collaborative effort."

Tasting notes describe Weller C.Y.P.B. as having a nose of citrus and oak. The palate is well rounded and balanced, with a medium-long finish and hints of vanilla.

Whiskies competing in each category were subject to blind tastings in a three-round judging process to select, reward and promote the world's best whiskies to consumers and trade worldwide. For more information about the World Whiskies Awards visit www.worldwhiskiesawards.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 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 by “Jim Murray’s Whiskey Bible 2018” and its William Larue Weller and Thomas H. Handy Sazerac were named 2nd and 3rd finest whiskeys in the world, respectively, in the “Jim Murray Whiskey Bible 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>

-end-