



BUFFALO TRACE DISTILLERY ANNOUNCES SAZERAC RYE WHISKEY 100 PROOF: A BOLDER, SPICIER RYE CRAFTED FOR COCKTAILS

Bartender requested for years, the introduction of Sazerac Rye Whiskey 100 Proof celebrates mixology culture and delivers a more robust flavor that elevates classic cocktails



FRANKFORT, KY (July 21, 2025) – Buffalo Trace Distillery proudly announces a new, higher-proof addition to its renowned Sazerac Rye Whiskey portfolio, ***Sazerac Rye Whiskey 100 Proof***. Developed in response to demand from bartenders and whiskey enthusiasts, this innovative expression is designed to offer enhanced flavor, versatility and control in cocktail creation while maintaining the smooth, approachable profile that defines Sazerac Rye.

After extensive development to ensure the elevated proof complements rather than overwhelms its signature flavor, Sazerac Rye Whiskey 100 Proof delivers a richer, more structured whiskey that stands up beautifully in both bold and classic cocktails such as the Sazerac and the Manhattan.

“As the whiskey of America’s first cocktail, Sazerac Rye has played a central role in rye whiskey’s resurgence,” said Andrew Duncan, Global Brand Director at Buffalo Trace Distillery. “Bartenders have increasingly embraced 100 proof ryes for the balance, strength and versatility they provide. Sazerac Rye 100 Proof offers greater control over flavor and balance, empowering creativity behind the bar. It’s built to be the perfect cocktail whiskey.”

A longtime favorite among bartenders, Sazerac Rye Whiskey honors both the character of New Orleans and the history of American spirits. Known for its spicy, peppery, and dry profile, rye whiskey plays a vital role in cocktails that demand a harmony of sweet and dry ingredients.

“Sazerac Rye 100 Proof was crafted specifically with bartenders and cocktail enthusiasts in mind,” said Harlen Wheatley, Master Distiller at Buffalo Trace Distillery. With the renewed interest in classic cocktails

that rely on a rye whiskey base, we focused on ensuring this higher-proof spirit delivers complexity and structure without losing its signature profile. We're proud of the result and look forward to seeing it elevate cocktails around the world."

Similar to its 90-proof counterpart, Sazerac Rye Whiskey 100 Proof features aromas of clove, vanilla, anise, and pepper. On the palate, it reveals subtle notes of candied spices and citrus, leading to a smooth finish with hints of licorice. The higher proof amplifies these flavors, offering a richer, more balanced drinking experience.

As of July 1, 2025, Sazerac Rye Whiskey 100 Proof is now available at retailers, bars and restaurants in select markets via Sazerac's United States distributor networks at a suggested retail price of \$29.99 per 1L bottle; taxes and fees will vary by market.

Additionally, Sazerac Rye Whiskey 100 Proof joins the Sazerac Barrel Select (SBS) program as its newest single barrel offering. This provides select accounts the opportunity to hand-pick their own barrel of Sazerac Rye 100 Proof. As part of the launch celebration, the first 100 on-premise accounts to select a barrel will receive a limited-edition commemorative barrelhead to display in their bar or restaurant.

For more information, visit www.buffalotracedistillery.com.

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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 it is a National Historic Landmark, as well as listed on the National Register of Historic Places. Its history 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. The Distillery has won more than 40 distillery titles since 2000 and garnered more than 1,000 awards for its wide range of premium whiskies. Its William Larue Weller and Stagg were named Best of Show at the 2024 Denver International Spirits Competition and its Traveller Whiskey is the Most Awarded Super Premium Whiskey Release of 2024. Buffalo Trace Distillery has a deep commitment to supporting charitable initiatives. Nonprofit organizations interested in learning more about the Distillery's efforts are encouraged to register their charity [here](https://www.buffalotracedistillery.com/charity). To learn more about Buffalo Trace Distillery, visit www.buffalotracedistillery.com. To download images from Buffalo Trace Distillery, visit <http://www.buffalotracedistillery.com/media>.