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For Immediate Release

Buffalo Trace Distillery Warns Fans Of Potential Online Scams

Online Sites Taking Money, No Bourbon in Return

FRANKFORT, FRANKLIN COUNTY, KY (Sept. 16, 2021) Buffalo Trace Distillery is warning fans of an increasing number of consumer frauds that are making their way across social media and the internet.

Several disappointed fans have contacted the Distillery letting them know they ordered some of Buffalo Trace's premium whiskies online from various sites, were charged for the transaction, and then received nothing, or in some cases empty bourbon bottles, many of which were counterfeit and included plastic toppers on the bottle instead of the metal toppers used on legitimate bottles. Although various brands from Buffalo Trace's portfolio have been targeted, its [Blanton's](#) and [Double Eagle Very Rare](#) Bourbons are being attacked particularly hard by these scam artists.

Many fans see ads on social media promising them Buffalo Trace Distillery whiskeys at low prices, but are disappointed when nothing arrives, or the bottles are empty and not legitimate. "We've had fans from across the U.S. contact us to tell us they've been duped. We've taken legal action to have the sites shut down and also sent notices to the social media companies asking them to take action, but unfortunately the situation persists," said Mary Tortorice, general counsel, Sazerac Company. "In all but six states plus the district of Columbia, it is illegal to ship alcohol directly to consumers," continued Tortorice. "One of the tip offs is if the website will process your order with shipment to your state, if you are located in one of the 44 states where shipping alcohol directly to your home is illegal. Another red flag

is if the website is located in another country, as the majority of the scams we have seen have been located overseas.” Tortorice also warns of prices that seem too low, the old adage of “if it looks too good to be true, it probably is,” applies here. The sale of counterfeit alcohol, which claims the lives of thousands of people a year, has long been a global problem and is now becoming a problem in the United States as the market deregulates the sale of alcoholic beverages.

Fans are advised Buffalo Trace Distillery does not sell its whiskies online, and to check out any site very carefully for its legitimacy if it is legal to receive distilled spirits in your state. If you feel you have been duped, you can report the site to the [Better Business Bureau](#), your [State Attorneys General](#) office and contact your credit card company about its fraud protection policies.

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>

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