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For Immediate Release

Old Rip Van Winkle 25 Year Old Bourbon to be Released

Oldest Van Winkle Bourbon ever bottled is coming this Spring

FRANKFORT, FRANKLIN COUNTY, KY (Feb. 21, 2017) – An extra special, one-time bottling of Van Winkle bourbon will soon be released. Only 11 barrels comprise this very small batch bourbon, making the 710 bottles especially rare and even harder to find than the usual Van Winkle whiskeys.

The barrels were distilled in the spring and fall of 1989 and stored on the lower levels of a metal clad warehouse built in 1935 at the Van Winkle family distillery in Shively, Ky. In 2002 the barrels were moved to Buffalo Trace Distillery, where they continued to age for another 12 years on the lower floors in Buffalo Trace’s brick warehouses. The lower floor placement helped preserve the sweet, mellow notes of the world-famous wheated bourbon recipe. In 2014 the Buffalo Trace team moved the barrels into stainless steel tanks to halt the aging process and preserve the rich flavor profile fans have come to expect from the Van Winkle line.

These extra special bottles deserve an extra special vessel, so each bottle is a handmade glass decanter from Glencairn Crystal Studio. The bottle information is engraved on each decanter, individually numbered, and hand finished with a silver stopper. A glass top for the decanter is also included.

Each decanter is packaged in a handmade wooden box crafted in North Carolina by James Broyhill II of Heritage Handcrafted. The lid is constructed using the oak staves from the 11 barrels that held this bourbon. The outside of the box bears a metal plaque with the Old Rip Van Winkle logo and states “asleep 25 years in the wood.” Inside each box, along with

the decanter and glass top, is a bourbon certificate of authenticity, numbered and signed by Julian Van Winkle, grandson of original founder Julian P. “Pappy” Van Winkle, Sr.

“We are excited to be able to offer something so unique and rare for our most devoted fans,” said Julian Van Winkle, president, Old Rip Van Winkle Distillery. “This is a once in a lifetime offering and the beautiful decanter and wooden box just take it to the next level and make it something in which I’m very proud to be associated.”

The 25 year Old Rip Van Winkle Bourbon is bottled at 100 proof and will start shipping in April. It is packaged one bottle per case. Suggested retail pricing is \$1,800 for a 750 ml bottle.

About Van Winkle Bourbon

The Old Rip Van Winkle Distillery has a four generation history. The Van Winkle family’s involvement in the bourbon industry began in the late 1800s with Julian P. “Pappy” Van Winkle, Sr. He was a traveling salesman for the W.L. Weller and Sons wholesale house in Louisville. Pappy and a friend, Alex Farnsley, eventually bought the wholesale house and also partnered with Mr. A. Ph. Stitzel on the purchase of Mr. Stitzel’s distillery. The three of them merged the two companies and became the Stitzel-Weller Distillery.

In May of 1935 at the age of 61, Pappy opened the newly completed Stitzel-Weller Distillery in South Louisville. Its prominent brands were W.L. Weller, Old Fitzgerald, Rebel Yell, and Cabin Still. Pappy had a heavy influence on the operations there until his death at the age of 91. His son, Julian, Jr. took over operations until he was forced by stockholders to sell the distillery in 1972. The rights to all of their brands were sold to Norton Simon, Inc. Later, United Distillers, who eventually ended up with the Stitzel-Weller Distillery, sold off all of the original labels around 1999.

After selling the distillery, Julian Jr. resurrected a pre-Prohibition label, the only one to which the Van Winkles kept the rights, called Old Rip Van Winkle. He used whiskey stocks from the old distillery to supply his brand. Julian Jr.’s son, Julian, III took over in 1981 when Julian, Jr. passed away. Julian III has continued with the Van Winkle tradition of producing high-quality wheated bourbon. His son, Preston, joined the company in 2001 and the Van Winkles look to continue that tradition for generations to come.

In 2002 the Van Winkles entered into a joint venture with Buffalo Trace Distillery in

Franklin County, Frankfort, Ky. All of the Van Winkle's whiskey production now takes place at Buffalo Trace Distillery under the same strict guidelines the family has always followed.

For more information on the Van Winkle family of bourbon please visit

www.OLDRIPVANWINKLE.COM.

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