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BUFFALO TRACE DISTILLERY RELEASING WELLER FULL PROOF BOURBON

New 114 Proof Wheated Bourbon to be Annual Release

FRANKFORT, FRANKLIN COUNTY, KY (March 28, 2019) Fans of W.L. Weller Bourbon Whiskey from Buffalo Trace Distillery are in for a treat, as the Distillery announces a new bourbon offering from the original wheated brand, Weller Full Proof. This new bourbon will be 114 proof and non-chill filtered. Buffalo Trace Distillery fills their wheated bourbon barrels at 114 proof, hence the name Full Proof. This bourbon forgoes chill filtration to preserve all the naturally occurring residual oils and flavors, but this whiskey can potentially appear cloudy when cold. By offering this high proof non-chill filtered version, Weller's signature wheated bourbon flavor and mouthfeel will be showcased.

“We expect fans of Weller will be excited about this new offering. Bourbon drinkers are asking us for high proof and non-chill filtered bourbon more and more,” said Kris Comstock, senior marketing director. “Bar owners and liquor stores who have selected barrels of Weller over the years will regularly request their bourbon to be non-chill filtered. It will be nice to offer Weller Full Proof as an option.”

Tasting notes for the new expression describe it as having a nose of vanilla, dark cherries and caramel. On the palate, there is a balance of caramel and toasted oak. The finish is said to be long, with notes of crème brulee and chocolate.

The Weller Full Proof will be available starting in June this year, and although the offering will be limited, it will be released once per year in limited quantities. The packaging will contain a cork stopper, like the Weller Craft Your Perfect Bourbon released last year. Suggested retail pricing is \$49.99.

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 21 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*. Buffalo Trace Distillery has also garnered more than 500 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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