

# BUFFALO TRACE

## DISTILLERY

Dear Friend of Buffalo Trace Distillery,

Many thanks for your purchase of the 2<sup>nd</sup> release of Eagle Rare 17 Year Old Kentucky Straight Bourbon Whiskey.

We were thrilled with the response to last year's 1<sup>st</sup> release, which received rave reviews from spirit writers and consumers alike. All three brands in the collection promptly sold out! We hope that you will be equally pleased with this year's release.

In distilling and aging these products, we continue to attempt to bring to the market the finest American whiskey ever made.

Enclosed in the shipper case is a shelf talker detailing the critical acclaim that the product has already received. We hope this will make marketing the whiskey to your customers even easier. On the reverse side of this letter, please find a detailed fact sheet on the whiskey itself. Please feel free to share this information with your clients as well.

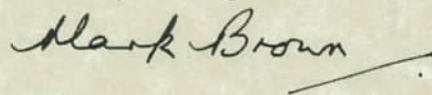
With respect to packaging, we have again used the bottle that we believe showcases the whiskey's gorgeous, deep, rich colors along with space enough for an in-depth product description on the back label. Every bottle has been hand bottled and labeled to ensure the highest quality finish. The tissue paper has been added to protect the finished package from scuffing.

In closing, thank you again for your purchase of this very limited supply of Eagle Rare 17 Year Old Kentucky Straight Bourbon Whiskey.

As always, you are welcome to contact us directly at the distillery if we can be of any further help or assistance, we very much enjoy hearing from our customers.

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With very best regards,



Mark Brown  
President and CEO  
Buffalo Trace Distillery

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DISTILLING TRADITION SINCE 1787