

BUFFALO TRACE

DISTILLERY

August 30, 2004

Dear Friend of Buffalo Trace,

Many thanks for your purchase of George T. Stagg, our uncut and unfiltered Kentucky Straight Bourbon Whiskey. This bourbon has just been named "2004 World Whiskey of the Year," by noted spirits writer Jim Murray.

113 GREAT BUFFALO TRACE
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FRANKFORT, KY 40601

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We hope you and your customers are very pleased with the whiskey contained in these bottles. In distilling and aging these products, we have attempted to share some of the finest American whiskey ever made.

This bourbon has been produced in response to consumer requests for a well-aged and barrel strength whiskey. This offering is 16 years old and weighs in at 129 proof! The intense flavor is truly unlike anything experienced in the bourbon category before.

The glass bottle we've chosen showcases the whiskey's dark and rich colors with a classy look. The back label provides a full product description to read while enjoying a taste. 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.

We have enclosed in this case a shelf talker detailing the critical acclaim that the product has already received. On the reverse side of this letter you'll see a fact sheet about the barrels selected for this year's vintage. Hopefully you and your customers will find the intricate details of these particular barrels as interesting and compelling as we do.

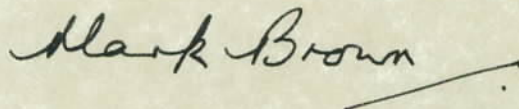
In closing, thank you again for your purchase of this very limited supply of George T. Stagg. If we at Buffalo Trace Distillery can be of any further assistance please do not hesitate to make contact at the following numbers or e-mail addresses:

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With best regards,



Mark Brown
President and CEO
Buffalo Trace Distillery
PRESERVING TRADITION SINCE 1787

GEORGE T. STAGG KENTUCKY STRAIGHT BOURBON WHISKEY

Distiller

Buffalo Trace Distillery, Franklin County, Kentucky

Age Profile

Year of Distillation: Spring of 1988

Release: Fall of 2004

Release Brand name: George T. Stagg Kentucky Straight Bourbon Whiskey

Proof for release: 129 proof

Recipe

Large Grain: Kentucky Corn; Distillers Grade #1 and #2

Small Grain: Minnesota Rye

Finish Grain: North Dakota Malted Barley

Cooking / Fermentation

Milling screen: #10

Cook Temperature: 240 degrees Fahrenheit

Water: Kentucky Limestone with Reverse Osmosis

Fermentation: Carbon Steel / Black Iron fermenter

Mash: Sour

Distillation & Aging

Distillation: Double Distilled; beer still and doubler

Proof off still: 135 Proof

Barrel: New, White Oak; #4 Char; Charred for 55 seconds

Barrel maker: Independent Stave; Lebanon KY

Barrel entry proof: 125 proof

Barrel size: 53 liquid gallons; 66.25 Original Proof Gallons

Warehouse: Warehouse Q

Evaporation loss: 53.18 % of the original whiskey lost to evaporation

Bottling

Barrel selection: 40 hand picked barrels

Filtration: None

Product Age: 16 Years old at bottling

Tasting comment: "Powerful and intense"