SINGLE
OAK
PROJECT
KENTUCKY STRAIGHT
BOURBON WHISKEY

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For Immediate Release

Buffalo Trace Distillery Releases Fourth Round of Single Oak Project Bourbon

Differences in Aging Warehouses Are Examined

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 31, 2012) – Through the years, much debate has taken place in the whiskey industry about the barrel aging warehouses and what effect they have on the finished product. How much does a concrete warehouse offer a different taste than a metal clad warehouse? What about the upper floors vs. the lower floors? In the fourth release of the Single Oak Project Bourbon Whiskey, Buffalo Trace Distillery experiments with some of these questions by focusing on warehouse placement, using two particular warehouses to compare taste profiles.

In this experiment, Warehouses K and L are highlighted. Warehouse K is a brick warehouse built in 1933 with wooden floors. There are nine floors total in Warehouse K and barrels are stored three high in the ricks. It is considered a good warehouse for different ages of bourbons. It has good air flow, with the first floor being cool and damp for slow aging and the top floor being hot and dry, which ages young barrels more quickly.

Warehouse L is also a brick warehouse, but with concrete floors. It was built in 1936 and has five floors. The barrels are stored six high. Warehouse L is considered the best all-around warehouse by some at the Distillery. The windows on the west side of the building bring a

consistent air flow. With its slow temperature changes, Warehouse L is great for slow aging wheat bourbons. Its concrete walls and floors create a very concentrated aging environment.

Two other additional variables will be explored in this fourth release, recipe and grain size. Some of the bottles contain bourbon made with rye and others with wheat. The barrels themselves were made from different trees, each with varying degrees of thickness to their wood grain, from fine to average to very coarse. All other variables in the experimental project remain constant, such as the stave seasoning, tree cut, char level and entry proof. "Aging barrels in different environments effects the taste of the whiskey", said Harlen Wheatley, master distiller. "There has always been much discussion about warehouse placement, even amongst ourselves, so we're anxious to hear how others rate these bourbons."

As with the other three releases, Buffalo Trace hopes consumers can continue to rate each whiskey they taste online at www.singleoakproject.com. This feedback will help Buffalo Trace determine which bourbon, and even which aging warehouse, bourbon connoisseurs prefer most. After reviewing a bottle online, consumers will be availed of all the aging details and provenance of the barrel. They can interact with others who've also reviewed the barrel, compare their reviews, and even learn for themselves which characteristics they enjoy most, in order to help them select future favorites. Participants online will earn points after each review and most importantly, help Buffalo Trace Distillery create the perfect bourbon!

The Single Oak Project is part of an intensive research project Buffalo Trace Distillery started conducting in 1999 by hand picking 96 trees with different wood grains and then dividing them into a top and bottom piece, yielding 192 unique sections. From there, staves were created from each section and were air dried for either 6 months or 12 months. After all the staves were air dried, a single barrel was created from each tree section, resulting in 192 total barrels. These barrels were given either a number three or a number four char and then filled with either wheat or rye recipe bourbon.

To further the variety of experiments, the barrels were filled at two different proofs, 105 and 125 proof. And if this wasn't enough, two completely different warehouses were used, one with wooden floors and one with concrete floors. In total, seven different variables were employed in Buffalo Trace's ultimate experiment.

For eight years the Distillery continued with its tracking process, creating intricate databases and coming up with a potential of 1,396 tasting combinations from these 192 barrels!

The Single Oak Project Bourbon is being released in a series every three months over the next four years until all of the 192 barrels have been released. The first three releases hit select stores in 2011. This fourth release will start showing up at the end of February. Like all the other releases, the quantities are very limited. Every case will contain 12 bottles, each from a different barrel. The fourth release is made up of barrel numbers 10, 14, 42, 46, 74, 78, 106, 110, 138, 142, 170, 174. All releases will be packaged in a 375ml bottle. Suggested retail pricing per bottle is $46.35.

At the conclusion of the Single Oak Project, the Distillery plans to take the top rated barrel based on online consumer feedback, make more of that product and launch it under the Single Oak Project nameplate.

About Buffalo Trace Distillery

Buffalo Trace Distillery is a family-owned company based in Frankfort, Franklin County, Kentucky. The distillery's rich distilling tradition dates back to 1787 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 listed on the National Register of Historic Places. The Distillery has won seven distillery titles since 2000 from such notable publications as Whisky Magazine, Malt Advocate Magazine and Wine Enthusiast Magazine. It was named Whisky Magazine 2010 World Icons of Whisky "Whisky Visitor Attraction of the Year." Buffalo Trace Distillery has also garnered more than 200 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotrace.com. To download images from Buffalo Trace Distillery visit www.buffalotracemediakit.com.

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