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For Immediate Release

***Buffalo Trace Distillery Releases Fifth Round of
Single Oak Project Bourbon***

One Year Into Experiment, Which Barrel is in the Lead?

FRANKFORT, FRANKLIN COUNTY, KY (May 1, 2012) – One year ago Buffalo Trace Distillery unveiled its Single Oak Project and its quest for the perfect bourbon. Now as the fifth round of Single Oak Project Bourbons are released, there has been much excitement and many reviews, but still many questions to be answered.

The fifth round of experiments will focus on three variables, the recipe, rye vs. wheat; the entry proof, 105 vs. 125 proof; and wood grain size, tight, average, or coarse. All of the other variables such as barrel stave seasoning, aging warehouse, char level, and tree cut (top or bottom) remain constant.

As with the other four releases, Buffalo Trace hopes whiskey enthusiasts can continue to rate each whiskey they taste online at www.singleoakproject.com. To date, more than 1700 accounts have been created online, and nearly 1,550 reviews have been given on the four various releases so far.

The whiskey reviews have been tallied and the leading barrel after one year is.... a three way tie!! Barrels #10, 106 and 184 are all tied for first place. With all three of those barrels having different variables, it seems the only thing the three have in common is that the oak was harvested from bottom half of the tree! The other six variables of the leading barrels vary.

“Quite a mixed bag so far,” said Kris Comstock, bourbon brand manager. “It seems the only thing people can agree on so far is that they like bourbon aged in barrels made from the bottom portion of oak trees, opposed to the top half. Good thing we have 3 more years, 144 more barrels, and thousands more reviews to come!”

After a consumer reviews a bottle online, they 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 from 2011 through 2015 until all of the 192 barrels have been released. The first releases hit select stores in 2011. This fifth release will reach stores towards the end of May. Like all the other releases, the quantities are very limited. Every case will contain 12 bottles, each from a different barrel. The fifth release is made up of barrel numbers 1, 17, 33, 49, 65, 81, 97, 113, 129, 145, 161, 177. 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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