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# BUFFALO TRACE<sup>®</sup>

## DISTILLERY

### **BUFFALO TRACE DISTILLERY CONTINUES GLOBAL EXPANSION WITH BUFFALO TRACE DISTILLERY PARIS – A POP-UP STORE LOCATED IN THE HEART OF PARIS**

*The World's Most Award-Winning Distillery will offer Parisians and travelers from around the world a premium retail experience and exclusive access to private tastings of its Weller Bourbon lineup, including the ultra-luxe, new Weller Millennium*



**FRANKFORT, KY (JULY 16, 2024)** - [Buffalo Trace Distillery](#), producer of some of the most sought-after whiskeys in the world including Buffalo Trace Bourbon, Eagle Rare, Sazerac Rye, W.L. Weller, and Pappy Van Winkle, is thrilled to announce the opening of a temporary Paris pop-up shop this summer in Paris, France. Located at 36 Rue Etienne Marcel in Paris' 2nd arrondissement (Les Halles District), the completely renovated retail store will offer fans the opportunity to purchase various whiskeys from the World's Most Award-winning Distillery, including Buffalo Trace, Weller 12, Eagle Rare and Sazerac Rye, as well as custom Paris-themed merchandise, some of which can only be found at the pop-up this summer.

Of the opening, Ed Bell, Homeplace Director, Buffalo Trace Distillery, said:

*"In May of this year we opened Buffalo Trace London, our Distillery's first international location, and we're honored to continue engaging and educating international whiskey fans with our Paris store this summer. While everyone is welcome to visit Buffalo Trace Distillery in the United States, we want to make it easier for Paris residents and visitors to learn, explore, try, and fall in love with our whiskeys. We know*

*there will be an increase in foot traffic to the city in July and August, and our prime location will give visitors an excuse to go beyond sporting and cultural events while in town.”*

Beyond the retail experience, Buffalo Trace Distillery fans in Paris from 26 July – 11 August will have the opportunity to experience a special, exclusive whiskey sampling highlighting some of the Distillery’s rarest and most coveted Weller Bourbon expressions. Complimentary, private samplings for up to four guests will be available to a very select number of visitors at *12 Gold* – a bespoke, invite-only Weller-themed lounge created especially for the experience. The tastings will feature a variety of Weller expressions, **including some of the first pours in Europe of the newly released, ultra-rare Weller Millennium.**

In order to be eligible to secure a once-in-a-lifetime space at *12 Gold*, fans must:

1. Follow [@buffalotracedistillery UK EU](https://www.instagram.com/buffalotracedistillery)
2. Like the grid post highlighting the 12 Gold tasting experience
3. Tag at least one person they would take with them to the tasting

Dates and times for access to the lounge will be announced sporadically from 25 July – 11 August; interested fans are encouraged to pay close attention to [@buffalotracedistillery UK EU](https://www.instagram.com/buffalotracedistillery) for updates. Selected winners will be chosen at random from those who followed the above instructions and informed via DM at least one day (24 hours) before their available tasting time slot. They will then have four (4) hours to reply and confirm their interest and participation.

After visiting Buffalo Trace Distillery Paris whiskey fans are invited to stop by Experimental Cocktail Club Paris (ECC) at 37 Rue Saint Sauveur for a special Weller 12 cocktail. Whiskeys from Buffalo Trace Distillery, specifically Weller, have found increased exposure in France in recent years and are showcased in several prominent bars around Paris, including ECC. As part of a two-week residency, occurring 26 July - 10 August, bartenders from across France will take up residence at ECC to create bespoke recipes highlighting Weller 12. Learn more by visiting <https://www.experimentalcocktailclub.com/paris> or by following along on Instagram [@experimentalcocktailclub](https://www.instagram.com/experimentalcocktailclub).

The Buffalo Trace Distillery Paris retail store is now through 23 August. Hours of operation are as follows:

- Monday – Saturday 11:00-21:00
- Sunday: 12:00 - 18:00

For more information about Buffalo Trace Distillery visit either [BuffaloTraceDistillery.com](https://www.buffalotrace.com) or [BuffaloTraceDistillery.co.uk](https://www.buffalotrace.co.uk), and stay current on happenings and updates by following along on Instagram [@buffalotracedistillery\\_UK\\_EU](https://www.instagram.com/buffalotracedistillery_UK_EU)

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**Notes to editors:**

To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>.

**About Buffalo Trace Distillery**

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Kentucky. The Distillery's rich tradition dates back to 1775 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 40 distillery titles since 2000 from such notable publications as Whisky Magazine, Whisky Advocate Magazine and Wine Enthusiast Magazine. Its George T. Stagg was named Best Bourbon Whiskey at the 2023 International Whiskey Competition (USA) and its W.L. Weller 12 YO received double gold at the 2023 International Spirits Challenge. To learn more about Buffalo Trace Distillery visit [www.buffalotracedistillery.com](https://www.buffalotracedistillery.com). To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>.