

BUFFALO TRACE[®]

DISTILLERY
LONDON



BUFFALO TRACE DISTILLERY OPENS DOORS TO FIRST BRAND HOME OUTSIDE OF THE USA – BUFFALO TRACE DISTILLERY LONDON

World's Most Award-Winning Distillery brings authentic American whiskey tasting and retail experience to the heart of Covent Garden in London.

London (April 24, 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 – **will open doors and begin welcoming visitors at Buffalo Trace Distillery London on May 6th, 2024.** Nestled in the heart of Covent Garden at 32-33 Long Acre, the new Buffalo Trace Distillery London invites worldwide spirits enthusiasts to experience a first-of-its-kind American whiskey experience at the Distillery's first official home outside of Kentucky, USA.

Of the opening, Jake Wenz, CEO and President at Buffalo Trace Distillery, said: *"Opening Buffalo Trace Distillery London is a momentous occasion for our Distillery and we are thrilled to bring our experience to the United Kingdom. At Buffalo Trace Distillery London, we'll offer a space for spirits novices and lovers to learn more about a whiskey type they are perhaps less familiar with - bourbon. Our aim is to inspire visitors to broaden their palates, and perhaps their cocktails, and we're hopeful after learning about bourbon and tasting it, they will add it to their drink list."*

Buffalo Trace Distillery London features an immersive, sensorial experience that brings a taste of Kentucky to the nation's capital. Guests will embark on a narrative journey highlighting the history of America's oldest continuously operating distillery, culminating in an exclusive tasting experience at one of two inspiring bars. **Tickets can be pre-booked now via BuffaloTraceDistillery.co.uk** for either of the two tasting experiences:

1. Taste of the Trace – a guided tasting of three outstanding expressions from Buffalo Trace Distillery's core product lineup: Buffalo Trace Bourbon, Sazerac Rye, Bourbon Cream and the option of a Buffalo and Ginger Ale cocktail sample.
2. Tradition & Change: Crafting the Most Awarded American Whiskey – a more intimate experience featuring a selection of Buffalo Trace Distillery's premium expression lineup, including White Dog Mash #1, Buffalo Trace Bourbon, Eagle Rare 10-Year-Old, E.H. Taylor Small Batch, and a small pour of a Buffalo Trace Old Fashioned. Tastings will range in price depending on selection, up to £34.99.

Andrew Duncan, Global Brand Director at Buffalo Trace Distillery, added: *“In the heart of Bourbon Country, USA, Buffalo Trace Distillery has been dedicated to the craft of making the finest American Whiskey for over 200 years. Our deep commitment to the timeless craft of aging and distilling, alongside a keen focus on experimentation and innovation, has enabled Buffalo Trace Distillery to become the World's Most Award-winning Distillery, earning the loyalty of fans around the globe. Our London location brings the same genuine and authentic experience fans love about our flagship home in Kentucky to a new generation of spirits enthusiasts, allowing them to discover all that Buffalo Trace Distillery's award-winning brands have to offer.”*

The location of Buffalo Trace Distillery London (32-33 Long Acre) has been completely renovated to create a guest-first experience aimed at attracting Londoners and visitors alike. The 2,000-square-foot space pays homage to Buffalo Trace's legendary bourbon craftsmanship with special finishes and custom materials that evoke the essence of the Distillery in Kentucky. In the retail store, fans will be able to purchase whiskey bottles and unique merchandise – in fact, some of the merchandise can only be found at Buffalo Trace Distillery London! Rarer whiskey offerings from Buffalo Trace will also be offered during special surprise times throughout the initial opening months.

Reservations are recommended to secure a tasting appointment at Buffalo Trace Distillery London - prebooking can be arranged now via BuffaloTraceDistillery.co.uk. Guests will also have the option of

‘walking in’ and inquiring about availability in-person and appointments will be offered on a first come, first served basis. Hours of operation are as follows:

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

For more information about Buffalo Trace Distillery London visit BuffaloTraceDistillery.co.uk and to stay current on happenings and updates follow along on Instagram [@buffalotracedistillery_uk](https://www.instagram.com/buffalotracedistillery_uk).

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

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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 it is a National Historic Landmark, as well as listed on the National Register of Historic Places. Its history 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. The Distillery has won more than 40 distillery titles since 2000 and garnered more than 1,000 awards for its wide range of premium whiskies. 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. Buffalo Trace Distillery has a deep commitment to supporting charitable initiatives. Nonprofit organizations interested in learning more about the Distillery's efforts are encouraged to register their charity here. To learn more about Buffalo Trace Distillery, visit www.buffalotracedistillery.com. To download images from Buffalo Trace Distillery, visit <http://www.buffalotracedistillery.com/media>.