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For Immediate Release

Van Winkle Bourbon Annual Release Coming Soon

FRANKFORT, FRANKLIN COUNTY, KY (Oct. 10, 2019) – This is the favorite time of the year for bourbon fans, the annual release of the Van Winkle Bourbons. Like previous years, yields from the barrels are low due to evaporation during the long aging cycle.

Known for their smoother and sweeter flavor due to the wheat recipe versus the traditional rye recipe found in most bourbons, Van Winkle bourbons are aged years longer than most others and have garnered an impeccable reputation among connoisseurs. Although bourbon has become increasingly popular worldwide in recent years, very little Van Winkle is sold overseas, so that these coveted bottles are available in the United States.

The Van Winkle collection consists of several whiskeys. Suggested retail prices are as follows:

- \$69.99 - Old Rip Van Winkle Handmade Bourbon 10 Year Old 107 proof
- \$79.99 – Old Rip Van Winkle Special Reserve Bourbon 12 Year Old
- \$119.99 – Old Rip Van Winkle Family Reserve Rye 13 Year Old
- \$119.99 - Pappy Van Winkle’s Family Reserve Bourbon 15 Year Old
- \$199.99 - Pappy Van Winkle’s Family Reserve Bourbon 20 Year Old
- \$299.99 – Pappy Van Winkle’s Family Reserve Bourbon 23 Year Old

“Unfortunately we cannot control the price retailers charge, so some retailers mark it up beyond our MSRP, even though we ask them not to,” said Julian Van Winkle, president, Old Rip Van Winkle Distillery. “We are committed to releasing a quality product and hope retailers will honor what we suggest as a fair retail price.”

Upon release of the Van Winkle bourbon this fall, Buffalo Trace warns consumers to be wary of online resellers such as Craigslist and other online marketplaces, especially private Facebook and MeWe groups. “Trading and selling bourbon online is an unlicensed and illegal sale. Purchasing bourbon online from unlicensed parties is dangerous. The product may be counterfeit and unsafe. If you are not a licensed retailer and you are selling Van Winkle products, we are prepared to take action to curtail the activity,” adds Kris Comstock, senior marketing director at Buffalo Trace Distillery.

The Van Winkle line of whiskeys has won a multitude of awards through the years, including the 20-year-old receiving a double gold medal, best bourbon, best small batch bourbon at the 2018 New York International Spirits Competition; the 15-year-old being named Best Bourbon, 11-15 Years Old in the 2019 Jim Murray’s Whisky Bible, and also nabbing a Gold Medal at the 2019 San Francisco World Spirits Competition.

The Van Winkle Whiskeys will be available starting in November, but please be mindful that supply is quite limited and bottles shall be hard to find in stores, bars and restaurants. They will be packed three bottles per case.

About Van Winkle Bourbon

The Old Rip Van Winkle Distillery has a four generation history. The Van Winkle family’s involvement in the bourbon industry began in the late 1800s with Julian P. “Pappy” Van Winkle, Sr. He was a traveling salesman for the W.L. Weller and Sons wholesale house in Louisville. Pappy and a friend, Alex Farnsley, eventually bought the wholesale house and also partnered with Mr. A. Ph. Stitzel on the purchase of Mr. Stitzel’s distillery. The three of them merged the two companies and became the Stitzel-Weller Distillery.

In May of 1935 at the age of 61, Pappy opened the newly completed Stitzel-Weller Distillery in South Louisville. Its prominent brands were W.L. Weller, Old Fitzgerald, Rebel Yell, and Cabin Still. Pappy had a heavy influence on the operations there until his death at the age of 91. His son, Julian, Jr. took over operations until he was forced by stockholders to sell the distillery in 1972. The rights to all of their brands were sold to Norton Simon, Inc. Later, United Distillers, who eventually ended up with the Stitzel-Weller Distillery, sold off all of the original labels around 1999.

After selling the distillery, Julian Jr. resurrected a pre-Prohibition label, the only one

to whip the Van Winkle Van Winkle bourbon, both Old Rip Van Winkle and Van Winkle House down whiskey to be starkly from the old distillery as a high brand of the old line, mark it place, especially in 1981 the Facebook and Jim Wee group. Finally, has selling down to the Van Winkle tradition of illegal sale. Plus, has high quality, both the Old Rip Van Winkle and Van Winkle House, is doing the same thing in 2001 and be the Van Winkle's look to do you rather than a tradition for generations and you are selling Van Winkle products. In 2002, the Van Winkle's entered into a joint venture with Buffalo Trace Distillery, senior marketing director of Buffalo Trace Distillery. Van Winkle's whiskey production now takes place at Buffalo Trace Distillery, and whiskey has strict guidelines that the family has always followed. From doing it for 20 years, the Van Winkle family got a gold medal, best small batch bourbon at the 2018 New York International Spirits Competition; the 15-year-old being named Best Bourbon, 11-15 Years Old in the 2019 Jim Murray's Whisky Bible, and also nabbing a Gold Medal at the 2019 San Francisco World Spirits Competition.

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