

# BUFFALO TRACE

## DISTILLERY

October 1, 2003

Dear Friend of Buffalo Trace,

Many thanks for your purchase of Sazerac 18 year old Kentucky "Straight Rye" Whiskey. This whiskey was named "American Whiskey of the Year" in 2001, and "Best Rye Whiskey in the World" in 2002.

We hope you and your customers will be very pleased with the whiskey contained in these bottles. In distilling and aging these products, we have attempted to bring to the market some of the finest American whiskey ever made.

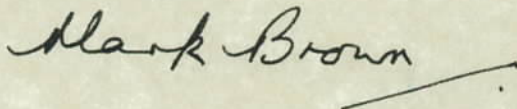
Enclosed in the shipper case is a shelf talker detailing the critical acclaim that the product has already received. We hope this will make marketing the whiskey to your customers even easier. On the reverse side of this letter, please find a detailed fact sheet on the whiskey itself. Please feel free to share this information with your clients as well.

With respect to packaging, we have used a bottle that we believe showcases the whiskey's gorgeous, deep, rich colors along with space enough for an in-depth product description on the back label. Every bottle has been hand bottled and labeled to ensure the highest quality finish. The tissue paper has been added to protect the finished package from scuffing.

In closing, thank you again for your purchase of this very limited supply of Sazerac 18 year old Kentucky "Straight Rye" Whiskey. If we, at the Buffalo Trace Distillery, can be of any further assistance please do not hesitate to make contact at the following numbers or e-mail addresses:

Mark Brown	(502) 696-5978	or	mbrown@buffalotrace.com
Ken Weber	(502) 696-5950	or	kweber@buffalotrace.com
Web site			www.buffalotrace.com

With best regards,



Mark Brown  
President and CEO  
Buffalo Trace Distillery

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## **Sazerac 18 Year Old Straight "Rye" Whiskey**

### **Distiller**

Buffalo Trace Distillery, Franklin County, Kentucky

### **Age Profile**

Year of Release: Fall of 2003

Release Brand name: Sazerac

Proof for release: 90 proof

Proof for this tasting: N/A

### **Recipe**

Large Grain: Minnesota Rye

Small Grain: Kentucky Corn

Finish Grain: North Dakota Malted Barley

### **Distillation & Aging**

Milling screen: #10

Water: Kentucky Limestone with Reverse Osmosis

Distillation: Double Distilled; beer still and doubler

Barrel: New, White Oak; Charred for 55 seconds

Barrel entry proof: 125 proof

Barrel size: 53 liquid gallons; 66.25 Original Proof Gallons

Warehouse: Q

Evaporation loss: 74%

Barrel selection: 1 barrel at a time