

**Media Contact:**  
Cory McCauley  
[cmccauley@sazerac.com](mailto:cmccauley@sazerac.com)  
+1-859-588-4979



**BUFFALO TRACE DISTILLERY ANNOUNCES BUFFALO TRACE DISTILLERY LONDON - THE DISTILLERY'S FIRST BRAND HOME OUTSIDE OF THE USA**

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

**FRANKFORT, FRANKLIN COUNTY, KY (SEPTEMBER 20, 2023)** - [Buffalo Trace Distillery](#), distiller 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, today announces the forthcoming opening of Buffalo Trace Distillery London, a first-of-its-kind American whiskey experience at 32-33 Long Acre in the highly coveted Covent Garden area of London in late 2023.

“Buffalo Trace Distillery’s relentless commitment to quality aging and distilling has cultivated fans around the globe,” said Jake Wenz, CEO and President at Buffalo Trace Distillery. “Buffalo Trace Distillery London is the first home for our American whiskeys outside of Kentucky, USA, and we are honored to put down roots in the United Kingdom. Many spirits consumers are more familiar with bourbon’s global whiskey counterparts, and Buffalo Trace Distillery London aims to offer a space to learn more about – and hopefully, fall in love with – our bourbon whiskey. We are excited to share our pursuit of the world’s best whiskey with all those interested in London and beyond.”

Buffalo Trace Distillery London will invite spirits enthusiasts to taste the best of what American whiskey has to offer while introducing them to the storied history and authenticity of the third oldest distillery in the world and oldest continually operating distillery in the United States. Featuring an immersive, sensorial experience that brings a taste of Kentucky, the homeplace of Buffalo Trace Distillery, to London, guests will embark on a narrative journey culminating in an exclusive tasting experience at one of two inspiring bars.

“For over 200 years, our Distillery has been defined by a dedication to one craft: making the finest American whiskey,” said Andrew Duncan, Global Brand Director, Buffalo Trace Distillery. “In the heart of Bourbon Country in Frankfort, Kentucky, Buffalo Trace Distillery has built a generation of enthusiasts, one at a time, by showcasing the timeless craft of whiskey making alongside a sharp focus on experimentation and innovation. Our London location will bring that genuine, authentic experience to a

new generation of global fans, allowing them to discover all that American Whiskey and the award-winning brands of Buffalo Trace Distillery have to offer.”

Guests visiting Buffalo Trace Distillery London can select from one of two tasting experiences. The first offering – Taste of the Trace– will feature 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. The second tasting experience - Tradition & Change: Crafting the Most Awarded American Whiskey - will feature 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 £29.99.

“Whether you’re an existing fan of American whiskey, or if the category is entirely new to you, we’re confident Buffalo Trace Distillery London will offer an experience and a pour that will delight every palate,” said Duncan.

The location of Buffalo Trace Distillery London has been completely renovated to create a guest-first experience aimed at attracting Londoners and tourists alike. The 2,000-square-foot space will pay 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 required to secure a tasting appointment at Buffalo Trace Distillery London. Prebooking is highly encouraged and can be arranged via [BuffaloTraceDistillery.co.uk](https://BuffaloTraceDistillery.co.uk). Reservation appointments will open up in the next few weeks. In the meantime, fans can join the waitlist via the website to be the first to know once bookings are available. Guests will also have the option of ‘walking in’ and inquiring about availability in-person, appointments of which will be granted on a first come, first served basis. Buffalo Trace Distillery London looks forward to welcoming guests from the UK and around the globe beginning later this year.

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

### **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 World Whiskey of the Year for 2022 and its Thomas H. Handy Sazerac Rye was named *2nd* Finest Whiskey in the World for 2022. Buffalo Trace Distillery has also garnered more than 1,000 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit [www.buffalotracedistillery.com](http://www.buffalotracedistillery.com). To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>. Charitable organizations interested in receiving a hand-picked bottle of whiskey from Buffalo Trace Distillery are encouraged to register their establishment [here](#).

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