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SAZERAC

SAZERAC COMPANY AWARDED SEVEN TOP HONORS AT 2025 WORLD WHISKIES AWARDS

Awards include “Campaign Innovator of the Year” for Weller Millennium, “World’s Best Single Barrel Bourbon” for Blanton’s Straight from the Barrel and “Best Kentucky Small Batch Bourbon” for 1792

LOUISVILLE, KY (February 27, 2024) - The Sazerac Company, one of the world’s largest distilled spirits companies, proudly celebrates seven top honors received at the 2025 World Whiskies Awards and 2025 Icons of Whisky Awards. The awards, which were presented on Thursday, February 13 by Whisky Magazine, celebrate the world’s best drinks created for consumers and trade across the globe. Awards presented to Sazerac across various categories and regions include:

- **“Campaign Innovator of the Year” – Weller Millennium**
This award honors a brand that has shown creativity and innovation in creating a promotional campaign. Weller Millennium, which was first announced in May 2024, is a category-redefining innovation comprised of a blend of vintage straight bourbon and wheat whiskeys distilled in the new millennium. This campaign exemplified best-in-class storytelling while celebrating a transformational period at Buffalo Trace Distillery alongside the legacy of William Larue Weller with the creation of this extraordinary innovation.
- **“World’s Best Single Barrel Bourbon” and “Kentucky’s Best Single Barrel Bourbon” – Blanton’s Straight from the Barrel**
Named after former Buffalo Trace Distillery President Albert B. Blanton, the Blanton’s brand was launched in 1984 when Master Distiller Elmer T. Lee introduced the world’s first single barrel bourbon. Blanton’s Straight from the Barrel, the third expression in the Blanton’s Bourbon Collection, is a cask strength bourbon beloved among bourbon connoisseurs.
- **“Best Kentucky Small Batch Bourbon” – 1792 Small Batch Bourbon**
1792 Small Batch Bourbon, made from a signature "high rye" recipe, is known for its expressive and elegant flavor profile. This bourbon is one of seven limited expressions produced at Barton 1792 Distillery. In 2024, 1792 celebrated its most awarded year since being acquired by Sazerac in 2009, earning a total of 65 awards.
- **“American Whiskey Brand Ambassador of the Year” – Drew Mayville, Sazerac Master Blender and Director of Quality**

This award honors an individual who has excelled in promoting both their own American Whiskey brands as well as the American Whiskey category. With more than 40 years of experience in the spirits industry, Mayville has built an exemplary career defined by a passion for quality and a commitment to craftsmanship. Since 2004, Mayville has been an integral team member across the Sazerac portfolio supporting the creation and promotion of Sazerac's award-winning spirits brands across categories.

- **“Visitor Attraction of the Year” - Buffalo Trace Distillery London**
Recently opened in May 2024 in the heart of Covent Garden, Buffalo Trace Distillery London invites spirits enthusiasts to taste the best of what American whiskey has to offer while introducing them to the authenticity of the third oldest distillery in the world and oldest continually operating distillery in the United States.
- **“Distiller of the Year” - Sazerac (Highly Commended)**
With over 400 years of history, Sazerac is one of the world's largest distilled spirits companies. Now in the fourth generation of the current family ownership, Sazerac has more than 500 of the world's most extraordinary brands under its portfolio, including Buffalo Trace Bourbon, Eagle Rare, Weller, The Last Drop Distillers, Fireball Cinnamon Whisky, Southern Comfort, Wheatley Vodka, Meyers's Rum, White X Cognac, Sazerac de Forge Cognac, Paddy's Irish Whiskey, and many more.

"We are honored to be recognized with such prestigious accolades at this year's World Whiskies Awards," said Jake Wenz, President and CEO of Sazerac. "These awards are a testament to the dedication, craftsmanship and passion shared by our entire team. At Sazerac, we're committed to making quality spirits and it is truly humbling to see our whiskeys celebrated on such a global stage. Thank you for this incredible honor."

Additionally, Sazerac received four Gold medals across a variety of taste categories, including:

- Sazerac Rye 18 Years Old (category winner - Rye 13 to 20 years)
- Collingwood Double Barrel
- 1792 Small Batch
- Thomas H. Handy

Results from the 2025 World Whiskies Awards USA can be found [here](#).

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About Sazerac:

With over 400 years of history, Sazerac is one of the world's largest distilled spirits companies. Now in the fourth generation of the current family ownership, Sazerac strives each day to bring the finest spirits to consumers and communities around the world.

Over 500 of the world's most extraordinary brands are part of the Sazerac portfolio, including Buffalo Trace Bourbon, Eagle Rare, Weller, The Last Drop Distillers, Fireball Cinnamon Whisky, Southern Comfort, Wheatley Vodka, Meyers's Rum, White X Cognac, Sazerac de Forge Cognac, Paddy's Irish Whiskey, and many more.

Sazerac is also the steward of many fine distilleries internationally, including Buffalo Trace

Distillery in Kentucky, United States; Domaine Sazerac de Segonzac in Cognac, France; Paul John Distillery in Goa, India; and Lough Gill Distillery in County Sligo, Ireland. Additional impressive locations can be found in New Orleans, Montréal, London, Cork and Sydney, to name a few.

To learn more visit www.sazerac.com.