



BUFFALO TRACE DISTILLERY REACHES HIGHER WITH THE INTRODUCTION OF EAGLE RARE 12: A PERMANENT NEW ADDITION TO ITS AWARD-WINNING PORTFOLIO

Enabled by the Distillery's 10-year, \$1.2 Billion Expansion Project, Eagle Rare 12 embodies the heights reached when time-honored tradition and bold innovation merge together



FRANKFORT, KY (June 9, 2025) – Buffalo Trace Distillery formally announces the introduction of Eagle Rare 12: a bold, aspirational, yet accessible bourbon and the latest result of the World's Most Award-Winning Distillery's commitment to distilling and aging expertise. The latest age-stated addition to the famed Eagle Rare lineup, Eagle Rare 12 debuts as the Distillery completes its 10-year, \$1.2 billion expansion project, which played a pivotal role in its creation.

With the release of Eagle Rare 12, Buffalo Trace Distillery continues its endeavor to offer enthusiasts innovative new expressions on its journey to make the world's best whiskey. The liquid – Buffalo Trace's iconic Mashbill #1 – is aged for a minimum of 12 years in meticulously-monitored warehouses, with each barrel hand-selected by the distillery's expert team. In addition to aging a minimum of two years longer than Eagle Rare 10, this special expression is bottled at 95-proof (47.5% ABV) to deliver exceptional depth, character and distinction.

"This whiskey represents more than just time in the barrel—it's the result of years of dedication, innovation, and an unwavering commitment from our entire team," says Buffalo Trace Master Distiller Harlen

Wheatley. “The investments we’ve made - in time, resources and effort - have allowed us to explore new possibilities in aging and flavor, and this release is a proud reflection of that journey.”

Eagle Rare 12 opens with a sweet, oaky aroma and delicate hints of almond. On the palate, it delivers bold complexity, featuring subtle vanilla and toasted oak, leading to a rich, lingering finish with warm notes of toffee.

“At Buffalo Trace Distillery, we believe there are no shortcuts to create outstanding whiskey – there is no substitute for quality time spent in the barrel. With Eagle Rare, we are always striving but never satisfied, constantly experimenting to enable better-tasting age stated bourbons,” noted Andrew Duncan, Global Brand Director at Buffalo Trace Distillery. “When it was introduced, Kentucky Straight Bourbon Whiskey brought higher quality standards to whiskey around the world; now, Eagle Rare pushes the bounds of age stating excellence in Bourbon.”

Eagle Rare 12 will be released to select retailers, bars, and restaurants across the United States beginning June 2025 at a suggested retail price of \$49.99 per 750ml bottle (local taxes and fees dependent); additional international markets will follow in Fall 2025. The expression joins the Eagle Rare lineup of Eagle Rare 10, Double Eagle Very Rare, Eagle Rare 25 as well as Eagle Rare 17, released each fall as part of the Buffalo Trace Antique Collection.

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 William Larue Weller and Stagg were named Best of Show at the 2024 Denver International Spirits Competition and its Traveller Whiskey is the Most Awarded Super Premium Whiskey Release of 2024. 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>.

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