

BUFFALO TRACE

DISTILLERY

September 27, 2010

Dear Friend of Buffalo Trace,

Many thanks for your purchase of William Larue Weller, our uncut and unfiltered Kentucky Straight Bourbon Whiskey. This wheated bourbon was recently named the best bourbon in the world by Paul Pacult's Spirit Journal.

We hope you and your customers are very pleased with the whiskey contained in these bottles. In distilling and aging this product, we have attempted to make some of the finest American whiskey ever made.

Our William Larue Weller bourbon has been produced in response to consumer requests for more well-aged and barrel strength whiskey. We filled these particular barrels at 114.0 proof back in 1998, but after twelve years of aging the whiskey is now 126.6 proof.

The glass bottle chosen for William Larue Weller is designed to showcase the whiskey's dark and rich color. The back label provides a full product description. Every case has been hand bottled and labeled to ensure the highest quality finish. The tissue paper has been added to protect the finished package.

On the reverse side of this letter you'll see a fact sheet about the barrels selected for this particular release. Hopefully you and your customers will find the intricate details of these particular barrels interesting.

In closing, thank you again for your purchase of this very limited supply of William Larue Weller. If we at Buffalo Trace Distillery can be of any further assistance please do not hesitate to make contact at the following numbers or e-mail addresses:

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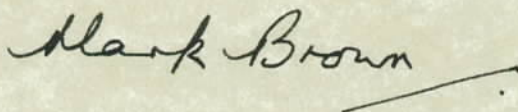
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Websites:

www.buffalotrace.com

www.greatbourbon.com

With best regards,



Mark Brown
President and CEO
Buffalo Trace Distillery

DISTILLING TRADITION SINCE 1787

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WILLIAM LARUE WELLER

KENTUCKY STRAIGHT BOURBON WHISKEY

Distiller

Buffalo Trace Distillery, Franklin County, Kentucky

Age Profile

Year of Distillation: Summer of 1998
Release: Fall of 2010
Release Brand name: William Larue Weller Kentucky Straight Bourbon Whiskey
Proof for release: 126.6 proof

Recipe

Large Grain: Kentucky Corn; Distillers Grade #1 and #2
Small Grain: North Dakota Wheat
Finish Grain: North Dakota Malted Barley

Cooking / Fermentation

Milling screen: #10
Cook Temperature: 240 degrees Fahrenheit
Water: Kentucky Limestone with Reverse Osmosis
Fermentation: Carbon Steel / Black Iron fermenter
Mash: Sour

Distillation & Aging

Distillation: Double Distilled; beer still and doubler
Proof off still: 130 Proof
Barrel: New, White Oak; #4 Char; Charred for 55 seconds
Barrel maker: Independent Stave; Lebanon KY
Barrel entry proof: 114 proof
Barrel size: 53 liquid gallons; 66.25 Original Proof Gallons
Warehouse: Warehouses I & P
Floor: 4th and 9th
Evaporation loss: 55.5 % of the original whiskey lost to evaporation

Bottling

Barrel selection: 55 hand picked barrels
Filtration: None
Product Age: 12 years and 3 month old at bottling
Tasting comment: "Caramel corn, light toffee and pipe tobacco"