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BUFFALO TRACE DISTILLERY PIONEERS VIRTUAL TOURISM

New Virtual Tour for Download showcases National Historic Landmark

FRANKFORT, FRANKLIN COUNTY, KY (Jan. 24, 2019) – Buffalo Trace Distillery is inviting fans near and far to explore the Distillery from anywhere in the world through its new virtual tour, www.buffalotracevirtualtour.com.

Even as Buffalo Trace welcomes over 200,000 tourists each year, the Distillery recognizes that not all fans across the globe are able to visit the Distillery in person. Through this interactive virtual tour everyone is able to experience the Distillery remotely and learn more about the National Historic Landmark.

This first-of-its-kind virtual experience allows “visitors” to see how Buffalo Trace makes whiskey, and learn about the oldest continually operating Distillery in America. Virtual visitors can take a tour with the Distillery’s legendary tour guide Freddie Johnson, or choose to explore on their own. Users can even travel back in time and explore the Distillery as it appeared throughout history, including in 1773, 1857 and during Prohibition.

The lifelike computer generated imaging (CGI) allows users to get a real sense of the Distillery and get up close with the bourbon-making process, no reservations or travel plans needed. And with the Distillery’s ability to change the appearance of the tour, users can visit the Distillery seasonally throughout the year and experience the Distillery in full bloom in the spring, or with snow on the ground in the winter.

This simulated experience also allows visitors to become virtual bourbon collectors as bottles of the Distillery’s brands are hidden throughout the grounds for users to collect while exploring. Over time, the Distillery plans to add even more features to this experience.

Buffalo Trace worked with a digital creative agency called [Bajibot](#) based in New York City to develop the virtual tour. Over thirty detail modeled 3D structures, 400 acres of distillery landscape, and thousands of high resolution textures were created over the past two years. Now this virtual world is ready to launch.

The virtual tour is free of charge and can be downloaded directly from the Buffalo Trace Distillery website, and experienced on any Windows or Apple desktop computer, iPad or iPhone.

About Buffalo Trace Distillery

Buffalo Trace Distillery is an American family-owned company based in Frankfort, Franklin County, Kentucky. The Distillery's rich tradition dates back to 1773 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 listed on the National Register of Historic Places. The Distillery has won 21 distillery titles since 2000 from such notable publications as *Whisky Magazine*, *Whisky Advocate Magazine* and *Wine Enthusiast Magazine*. Its Col. E. H. Taylor, Jr. Four Grain Bourbon was named World Whiskey of the Year by *Jim Murray's Whiskey Bible 2018*. Buffalo Trace Distillery has also garnered more than 500 awards for its wide range of premium whiskies. To learn more about Buffalo Trace Distillery visit www.buffalotracedistillery.com. To download images from Buffalo Trace Distillery visit <http://www.buffalotracedistillery.com/media>