SYTYK

SO, YOU THINK YOU KNOW WOODFORD RESERVE?

This Kentucky original racks up glowing reviews, awards, and tremendous sales among American bourbon lovers, but what are the facts behind the legendary Woodford Reserve brand?

WOODFORD RESERVE

NO. 1
OLD HOME DAYS

Woodford Reserve was introduced to consumers in 1996, but its distillery was originally opened in 1812 as the **Old Oscar Pepper Distillery**, making it one of the oldest in Kentucky. It's a National Historic Landmark!

NO. 2
SAN FRANCISCO GOLD RUSH

This Kentucky brand has seen some California love at **The San Francisco World Spirits Competition**, picking consecutive Double Gold Medals each year from 2005 to 2013.

NO. 3
OFF TO THE RACES

Churchill Downs named Woodford Reserve the official bourbon of the **Kentucky Derby**, and uses the spirit in a special $1,000 Mint Julep sold to racing fans on Derby Day. As part of the relationship between Churchill Downs and Woodford Reserve, since 2018 the race has been officially known as "the Kentucky Derby presented by Woodford Reserve."

NO. 4
WORK OF ART, INSIDE AND OUT

Speaking of the Derby, Woodford Reserve releases a special commemorative bottle for the Kentucky Derby each year. These limited-edition bottles feature original art and have become highly sought-after by bourbon lovers and horse racing fans.

NO. 5
GLOBAL REACH, LOCAL ROOTS

To make this beloved spirit, Woodford Reserve relies on corn grown in Shelby County, KY. and water from nearby **Glenn's Creek**. Limestone in the ground at Glenn's Creek filters out unwanted iron from the water, protecting Woodford Reserve from unwanted flavors.

NO. 6
A HELPING HAND FOR HOSPITALS

In response to the **COVID-19** outbreak, Woodford Reserve contributed to an effort to produce and deliver over 6,000 bottles of hand sanitizer to Norton Hospitals in Louisville, and another 1,000 to Woodford County's Emergency Medical Services, as well as other emergency responders.

NO. 7
STICKING AROUND

Woodford Reserve is committed to **sustainability**. Across all their operations, 98 percent of the waste material is recycled. In addition, Woodford Reserve has dedicated 10 acres at their facility to native grass restoration, and they compost 97 percent of food scraps from their facility.

NO. 8
BUILDING A HISTORY

In the 24 years since it first came to market, Woodford Reserve has built a bourbon dynasty among spirits lovers. The brand portfolio includes traditional **bourbon, rye whiskey, malt whiskey, wheat whiskey,** and other **special editions** beloved by casual consumers and connoisseurs alike.