



GLOBAL BRAND EDUCATION GUIDE



PROCESS

THE FIVE SOURCES OF FLAVOUR



WATER

Natural limestone filtration - low iron, high mineral content

GRAIN

72% corn, 18% rye, 10% malted barley

FERMENTATION

Extended fermentation, 6/7 days for high esterification (flavour creation)

DISTILLATION

Triple copper pot still for a rich, aromatically dense spirit

MATURATION

Aging in new, charred and toasted barrels, in heat cycled warehouses



WATER: GLENN'S CREEK

- **LIMESTONE SHELF FILTRATION**

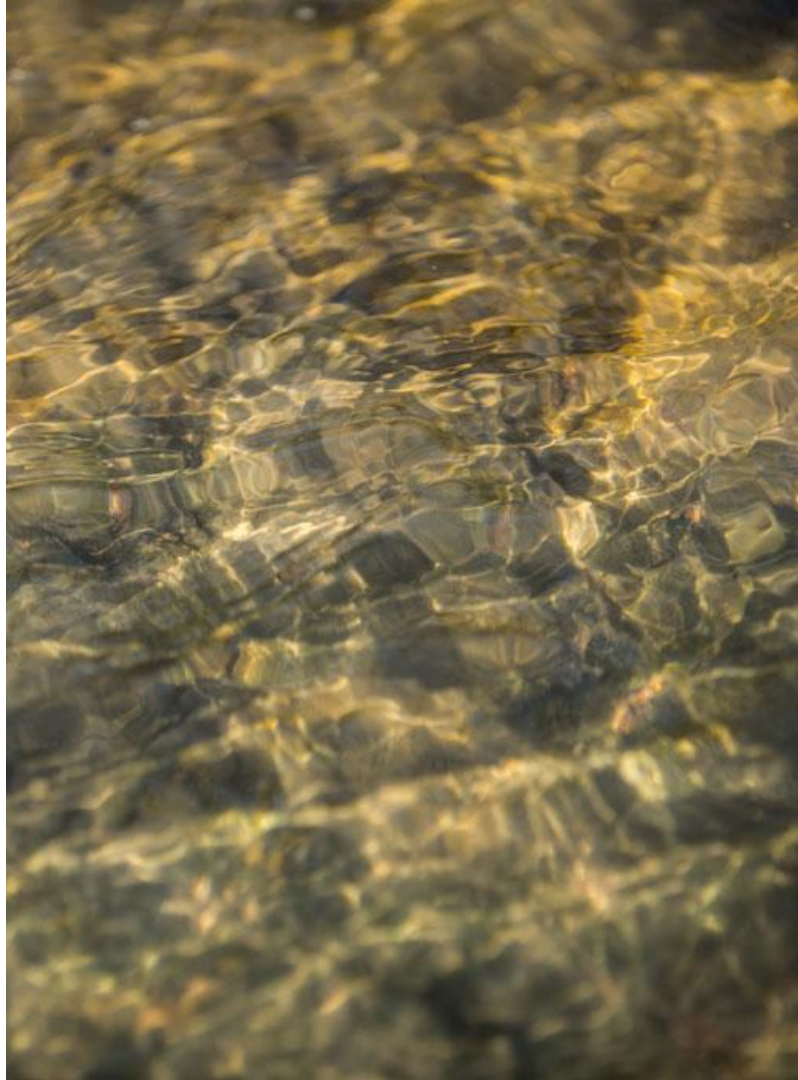
The water taken is from the is the best possible for making a flavourful spirit. It is filtered naturally through a limestone shelf that sits beneath Kentucky & Tennessee, which lends the spirit two advantages.

- **IRON CONTENT**

Limestone strips the water of iron content, which offset flavour and discolours a distillate.

- **RICH MINERAL CONTENT**

The water is also enriched with a brilliant mineral content - such as sodium, potassium, calcium and magnesium - all of which contribute to esterification/ the creation of bright top notes during fermentation.



GRAIN SELECTION, PRODUCTION & HARVESTING

- **CORN**

Corn gives bourbon its flavour and texture. It tastes directly of its material - think popcorn, corn on the cob, American biscuits - but it also combines with the aging process to create delicious sweet aromatics, such as maple syrup, caramel and vanilla. It also provides a spirit with a buttery, satisfying mouthfeel and texture.

- **RYE**

Rye provides spice of all kinds - baking & winter comfort spices and green aromatics such as pine, grass and cardamom.

- **(MALTED) BARLEY**

Malted barley produces the amylase enzymes needed to convert all three grains' starches into the sugar needed to produce alcohol. It also gives wonderful flavours, such as cake, pastry, oat and light fruit.





FERMENTATION

HOW IS WOODFORD RESERVE UNIQUE IN TERMS OF FERMENTATION?

- Woodford Reserve's fermentation vats are constructed from Cypress Wood. Cypress fermentation was used back when bourbon was made on site by Oscar Pepper in the early to mid 1800s.
- Our fermentation process is among the longest in the industry, at 5 - 7 days. It creates a great depth of character and a complex range of flavors.





DISTILLATION

HOW IS WOODFORD RESERVE UNIQUE IN TERMS OF DISTILLATION?

- Woodford Reserve's copper pot stills were made in Scotland by A. Forsythe & Son, one of the world's foremost coppersmiths. Pot stills are the historic and traditional method of distilling whiskey and are often used today in Scotland and Ireland for distilling Scotch and Irish whiskey.
- Copper is fantastic for distilling Bourbon; it's an excellent heat conductor that reacts favorably to alcohol vapors, removing sulfites and imparting qualities that make for a superior whiskey.
- The unique flavor of Woodford Reserve is crafted by batching spirits crafted in two special processes: triple pot-distilled and double-distilled in a column thumper still set. Only the world's finest whiskey in the world can boast this dynamic flavor combination. We're also the only bourbon distillery in America to use the triple distillation process, which makes our bourbon extra smooth.



BARREL MATURATION

- **AGING PRACTICES**

Our bourbon matures in new, charred, white oak barrels created in our very own cooperage, then ages in a heat-cycled warehouse until the flavour is perfect.

- **AGING TIME**

In the U.S. where bourbon has no age requirement, “straight bourbon” must stay in the barrel a minimum of 2 years in newly charred oak barrels. At Woodford Reserve, our bourbon ages much longer than this!



PRODUCT



WHAT PRODUCTS ARE AVAILABLE IN OUR CORE LINE?

Kentucky Straight Bourbon Whiskey, Double Oaked, Rye, Wheat, Malt

WHAT LUXURY/SUPER- OR ULTRA-PREMIUM PRODUCTS ARE AVAILABLE?

Batch Proof, Distillery Series, Masters Collection, Baccarat Edition

ARE THERE ANY AVAILABLE LIMITED RELEASES/EDITION AVAILABLE?

Limited Edition Kentucky Derby bottle & Holiday Bottle

CORE EXPRESSIONS: GENERAL MARKET

- **OFFICIAL PRODUCT NAME**
Woodford Reserve Kentucky Straight Bourbon Whiskey
- **PRODUCT ABV/PROOF**
45.2/90.4 - US
- **OFFICIAL PRODUCT NAME**
72% Corn
18% Rye
10% Malt

FLAVOUR WHEEL



CORE EXPRESSIONS: GENERAL MARKET

- **BARREL AGING DETAILS: TYPES OF BARRELS USED, WHERE THEY ARE SOURCES, HOW LONG THE LIQUID AGES**

We allow our bourbon to mature at its own rate, barrel by barrel. Age is measured by the passage of time. That is all it will tell you. 2 barrels of the same “age” can and will taste very different at Woodford Reserve, which is why we judge each barrel on the flavor profile or personality it brings to our batching process. Our target is flavour - not age.

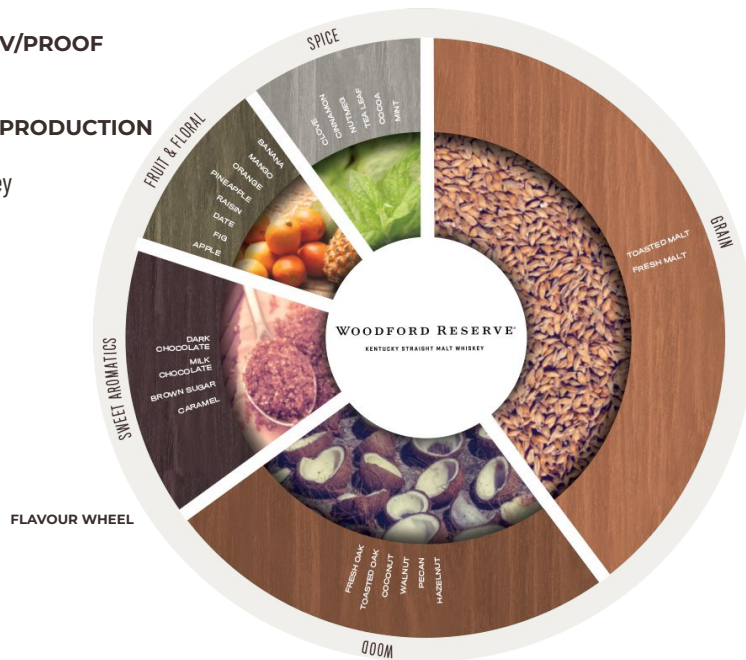
- **AVAILABILITY**

Widely available globally



CORE EXPRESSIONS: GENERAL MARKET

- **OFFICIAL PRODUCT NAME**
Woodford Reserve Malt
- **PRODUCT ABV/PROOF**
90.4 Proof
- **MASH BILL & PRODUCTION SPECIFICS**
51% Malted Barley
47% Corn
2% Rye



CORE EXPRESSIONS: LUXURY RELEASES

- **OFFICIAL PRODUCT NAME**
Woodford Reserve Double Oaked
- **PRODUCT ABV/PROOF**
86.4 Proof
- **MASH BILL & PRODUCTION SPECIFICS**
72% Corn
18% Rye
10% Malt

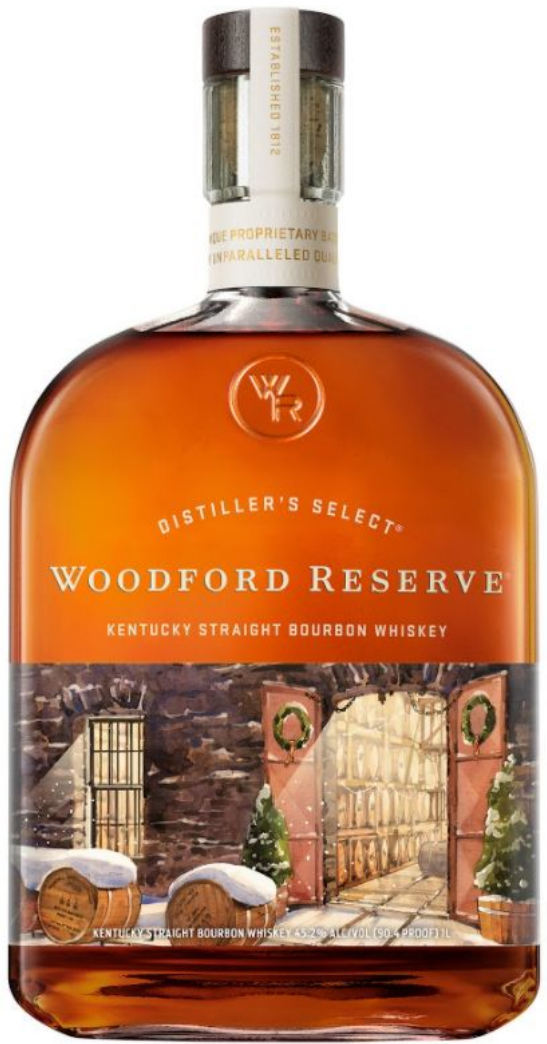




CORE EXPRESSIONS: LUXURY RELEASES

- **OFFICIAL PRODUCT NAME**
Woodford Reserve Double Oaked
- **BARREL AGING DETAILS: TYPES OF BARRELS USED, WHERE THEY ARE SOURCES, HOW LONG THE LIQUID AGES**
Matured in separate charred oak barrels – the second toasted heavily before a light char.(to be compliant with regulation).
- **DIFFERENTIATION FROM GENERAL MARKET LINE**
Sweet aromatics highlighted
- **AVAILABILITY**
Widely available globally





CORE EXPRESSIONS: LUXURY RELEASES

- **OFFICIAL PRODUCT NAME**
Woodford Reserve Baccarat Edition
- **PRODUCT ABV/PROOF**
90.4 Proof



CORE EXPRESSIONS: LUXURY RELEASES

- **OFFICIAL PRODUCT NAME**

Woodford Reserve Baccarat Edition

- **BARREL AGING DETAILS: TYPES OF BARRELS USED, WHERE THEY ARE SOURCES, HOW LONG THE LIQUID AGES**

Finished in select XO Cognac Barrels. Sourced by our Master Distiller Chris Morris, each barrel has seen three seasons of cognac before being filled with Woodford Reserve. The result is the best of both spirits - a balance of crisp American and French oak notes, complex fruit character, subtle spiciness and a creamy confectionary finish.

- **DIFFERENTIATION FROM GENERAL MARKET LINE**

-Proprietary Yeast

-Enhanced maturation, finishing in select XO Cognac casks for a minimum of 3 years

- **AVAILABILITY**

Widely available globally



WOODFORD RESERVE®


Baccarat
EDITION



WOODFORD
RESERVE®

THE #1 SUPER PREMIUM
AMERICAN WHISKEY IN THE WORLD

WOODFORD RESERVE

Baccarat

THE MOST PRESTIGIOUS
FRENCH CRYSTAL ARTISANS

WOODFORD RESERVE

Baccarat
EDITION

TWO ICONS OF
CRAFTSMANSHIP HAVE
COME TOGETHER
TO CREATE
WOODFORD RESERVE
BACCARAT EDITION





WOODFORD RESERVE®



THE ULTIMATE EXPRESSION FROM WOODFORD RESERVE

Woodford Reserve Baccarat Edition is crafted by uniquely finishing the most complex and balanced Kentucky Bourbon in select XO Cognac barrels. Sourced by our Master Distiller Chris Morris, each barrel has seen three seasons of cognac before being filled with Woodford Reserve. The result is the best of both spirits – a balance of crisp American and French oak notes, complex fruit character, subtle spiciness and a creamy confectionary finish.

WOODFORD RESERVE

BACCARAT EDITION – The Ultimate Expression of the best American Whiskey & Finest French Cognac

WOODFORD RESERVE®



PROCESS

:

Woodford Reserve Kentucky Straight Bourbon finished in the finest XO Cognac barrels, bottled in handmade decanters from the artists at Baccarat – the only American whiskey currently available in the precious crystal

PROOF:

90.4

COLOR:

Deep Brown

AROMA:

Rich toasted oak dusted with chocolate and cocoa notes, creamy vanilla bean, and hints of clove and cinnamon spice cover a deep layer of dried fruit and citrus peel.

TASTE:

Elegant vanilla, dark chocolate, dried fruit and creamy caramel top layers of rich malt and oak.

FINISH:

Velvety with a long delicately spiced caramel mocha note

SIZE:

700 ml

RSP:

GTR 700ml = \$1,700 USD

