

Brown-Forman begins Woodford Reserve Baccarat Edition roll-out in Orlando

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Brown-Forman's Global Retail team is about to start the full roll-out of its most ambitious travel retail offering - Woodford Reserve Baccarat Edition.

This first-of-its-kind travel retail exclusive offering is expected to reach duty free store shelves in early May, retailing at US\$1,500.

This Woodford Reserve bourbon is aged in hand-selected XO Cognac casks at the brand's historic distillery in Versailles, Kentucky.

Marshall Farrer, Senior Vice President and Managing Director of Brown-Forman Travel Retail believes that the Woodford Reserve Baccarat Edition will be in high demand among today's international travelers and praised the product for combining the renowned tradition of classic French elegance and American spirit.

"We are launching this luxury product in travel retail because sophisticated consumers are seeking premium brands - and Woodford Reserve leads the super-premium category globally," Farrer said.

Plans call for the Woodford Reserve Baccarat Edition to appear in the most prestigious duty free retail stores, with additional promotional activities taking place in various travel retail locations worldwide over the coming months.

Woodford Reserve Baccarat Edition (90.4 proof) comes in a Baccarat crystal decanter design that evokes the bourbon's iconic bottle silhouette and is engraved with both the Woodford Reserve and Baccarat logos.

It is presented in a signature Baccarat red box with sleek multi-dimensional doors that rotate upon opening, and includes a Baccarat stopper adorned with Woodford Reserve's initials.

"We are extremely proud of this partnership between the world's finest bourbon and the world's finest crystal because both represent craftsmanship at the highest level and serves to elevate the category of American whiskey in the global market," said Mark Bacon, Global Brand Director for Woodford Reserve.