

Brown-Forman extends Woodford Reserve Global Travel Retail Collection



Woodford Reserve Master's Collection Sonoma Triple Finish is one of two newcomers to the Woodford Reserve Global Travel Retail Collection

Brown-Forman Global Travel Retail (GTR) has introduced two "exceptional" additions to its Woodford Reserve GTR collection.

Woodford Reserve Master's Collection Sonoma Triple Finish and the Woodford Reserve Batch Proof Series 121.2 are said to mark another milestone in Woodford Reserve's journey of innovation and tradition.

Stéphane Morizet, Marketing Director at Brown-Forman GTR, commented, "We are thrilled to present discerning travelers these two limited editions, which showcase exceptional highlights from the Woodford Reserve Distillery. These offerings are highly sought after by whiskey connoisseurs and collectors alike."

Woodford Reserve Master's Collection Sonoma Triple Finish is crafted under the guidance of Master Distiller Elizabeth McCall to embody a fusion of rich flavors. With Woodford Reserve Kentucky Straight Bourbon Whiskey blended and finished in former Sonoma County Pinot Noir, Brandy, and

Bourbon barrels used for aging red wine, the expression offers fruity, vanilla, and spice-forward notes.

Master Distiller Elizabeth McCall, said, “The result is a whiskey that brings together the worlds of bourbon and wine in a way unlike any we’ve released before.” She drew upon previous creative Master’s Collection releases and the brand’s continued product experimentation for inspiration. A Burnet Sienna color, the whiskey has aromas of vanilla and cinnamon-dusted grilled pineapple slices and red plum fruit, tastes of vine and red fruit warmed with rich vanilla bean and oak notes and a long finish of oak and grape tannina.



Woodford Reserve Batch Proof Series 121.2 is set to feature in global travel retail

Embodying the essence of Woodford Reserve’s dedication to craftsmanship, the Batch Proof Series 121.2 is a “celebration of pure, unadulterated flavor”. Drawing from over 100 different Woodford Reserve barrels and presented at 121.2 proof (standard is 90.4 proof), Woodford Reserve Batch Proof Series 121.2 showcases a harmonious blend of sweet aromatics, fruit, spice, wood, and grain characteristics. Batch Proof allows consumers to taste Woodford Reserve exactly as it comes out of the barrels. The barrels used to create Batch Proof are drawn from many different dates of production and matured in various warehouses and different floors within those warehouses.

With a Burnt Umber color, it offers aromas of vanilla bean, brown sugar pecans, tropical citrus fruits with a dusting of cinnamon, nutmeg, and clove. The taste is of sweet toasted oak, coco, juicy pineapple, dried strawberry, and spiced berries and finish of dried strawberry, toasted oak, and raw honey.