

Four Roses



BOURBON

FOR IMMEDIATE RELEASE

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Four Roses Raises a Glass to its 130th Anniversary

*Celebrations to include historical tasting events, traveling Four Roses memorabilia,
Limited Edition Small Batch release and more*

LOUISVILLE, Ky. (March 12, 2018) – This year, Four Roses is raising a glass to a special milestone—130 years of handcrafting mellow Bourbon. The brand’s storied history dates back to 1888, when Paul Jones, Jr. founded the company and named it Four Roses as a symbol of his passion for his true love. For more than a century, Four Roses has grown from its humble roots on Louisville’s Whiskey Row to an award-winning, internationally-recognized Bourbon brand. It has survived Prohibition, the Great Depression, two World Wars and 40 years abroad, and shows no signs of slowing down.

“Even after 130 years, we’re still growing as a company,” said Four Roses Master Distiller, Brent Elliott. “We’re excited to celebrate the completion of the Distillery expansion project within the year and I’m thankful for our loyal supporters who have made this success possible.”

Four Roses is inviting those loyal supporters to celebrate its 130th anniversary in a number of ways throughout the year. Historically-themed Bourbon tasting events will take place in Louisville and Lexington, Ky. in 2018, giving Four Roses consumers and friends the opportunity to visit historically-relevant locations, sip Four Roses’ family of Bourbons, and learn more about the brand’s history. The events will feature a traveling archive collection of historical Four Roses memorabilia, as well as a few special surprises. Dates and locations for these events will be announced soon.

“I’ve been working to compile the Four Roses archive collection for years, and I’m eager to share it with our friends at these tasting events,” said Four Roses Senior Brand Ambassador and Historian, Al Young. “We have several items to show off that represent this unique Bourbon brand through the decades, including vintage bottles, glassware, advertisements and more.”

A digital version of the archive collection, commemorating and celebrating the history of the brand, is housed on a [webpage](#) dedicated to Four Roses' 130th anniversary. Four Roses followers are invited to share photos of their own historic Four Roses collections on the Four Roses [Facebook](#), [Twitter](#) or [Instagram](#) pages, or submit directly to the webpage, where a few favorites will be featured throughout the year.

Last, and certainly most tasty, a special 130th anniversary Limited Edition Small Batch Bourbon is slated for a fall release. The limited release product will launch during Bourbon Heritage Month, in September 2018.

More information about Four Roses' 130th anniversary celebration will be announced in the coming months. For details, "Like" Four Roses on [Facebook](#), follow @FourRosesBourbon on [Twitter](#) and [Instagram](#), or visit www.fourrosesbourbon.com.

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About Four Roses Distillery

Established in 1888, Four Roses is the only Bourbon distillery that combines two mashbills with five proprietary yeast strains to distill and age ten distinct Bourbon recipes, each with its own unique flavor profile. With distilling and warehousing operations in Lawrenceburg and Cox's Creek, Kentucky, respectively, Four Roses is dedicated to producing award-winning Bourbons with smooth and mellow tastes and finishes. Four Roses is available in all 50 states. For more information, visit www.fourrosesbourbon.com or "Like" us at www.facebook.com/fourrosesbourbon.