

Four Roses®



BOURBON

FOR IMMEDIATE RELEASE

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Four Roses Bourbon to Feature Updated Package

*Redesigned bottle for namesake Bourbon to align with
Four Roses Small Batch and Single Barrel products*

LAWRENCEBURG, Ky. – Four Roses Distillery announced the launch of a new bottle design for Four Roses Bourbon, the brand’s namesake offering.

The renewed packaging was designed to maintain consistency, in color and style, with the brand’s other signature products – Four Roses Small Batch and Four Roses Single Barrel. The upgraded Four Roses Bourbon packaging features a wood top and cork finish, as well as all new labels. Of course, the brand’s iconic rose cluster is prominently featured both on the label as well as embossed in the glass.

“I’ve always believed this is an exceptional Bourbon and I am excited to offer it in a new package that better reflects the elegant, smooth and mellow character of the liquid inside,” said Master Distiller Brent Elliott. “The Bourbon itself will be unchanged. We will continue to use the same formulation and age of liquid to create the same, classic and consistent flavor that has made this a long-time favorite with our consumers.”



The newly packaged Four Roses Bourbon will roll out to retailers in spring 2018.

Up to all 10 of Four Roses’ distinctly different Bourbon recipes are expertly mingled by hand to create the smooth and mellow Four Roses Bourbon. Four recipes are used for Four Roses Small Batch and one recipe is used for Four Roses Single Barrel.

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.

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