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Four Roses Flower Hour to Benefit American Heart Association

13th annual Valentine's Day shopping and Bourbon tasting event held Feb. 7

LOUISVILLE, Ky. (January 20, 2020) – Four Roses will host its 13th annual Flower Hour event on Friday, February 7 from 5:30 – 8 p.m. at Nanz & Kraft Florists, located in St. Matthews at 141 Breckenridge Lane. The special Valentine's Day shopping and Bourbon tasting event benefits the American Heart Association.

Four Roses Flower Hour provides an opportunity to take care of Valentine's Day gifts while sipping award-winning Bourbon and enjoying complimentary hors d'oeuvres with Four Roses Master Distiller Brent Elliott. This year's Flower Hour falls on National Wear Red Day and guests are encouraged to help raise heart disease awareness by wearing red to the event.

Nanz & Kraft has prepared a special "Go Red for Women" flower arrangement, including a bottle of Four Roses Small Batch, available for purchase during the entire month of February in store or at www.nanzandkraft.com. Nanz & Kraft will donate \$10 of each "Go Red for Women" flower arrangement purchase to the American Heart Association.

Flower Hour also features live jazz entertainment from Swing Theory and a silent auction with an array of items, including a few Limited Edition Four Roses bottles, a Nanz & Kraft Valentine's bouquet, tickets to 2020 Louisville Heart Ball and more, with proceeds benefitting the American Heart Association.

"I always look forward to spending this evening mingling over Bourbon and completing Valentine's Day shopping along with our guests at Flower Hour every year," said Four Roses

Master Distiller Brent Elliott. “This event provides the perfect occasion to kick off your weekend, all while helping a fantastic cause.”

Last year, the event raised more than \$6,000 for the American Heart Association.

“Heart disease is the leading cause of death in the United States for both men and women, so it means a great deal to us to partner with Four Roses and Nanz & Kraft to raise awareness about heart health, and much needed funds for our community during the Flower Hour event,” said Karrie Harper, American Heart Association.

A suggested donation of \$10 will be collected at the door, with a \$20 VIP ticket option to include a gift pack from Four Roses, Nanz & Kraft, American Heart Association and Heine Brother’s Coffee, valued at \$40. Up to five select VIP guests have the chance to win a voucher for a Nanz & Kraft dozen roses bouquet and Four Roses Small Batch.

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 10 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 find us on [Facebook](#), [Twitter](#) and [Instagram](#).

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