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Four Roses and Nanz & Kraft Florists Pair Rare Roses with Bourbon for Valentine's Day
Limited release dozen roses and Four Roses Small Batch benefits American Heart Association

LOUISVILLE, Ky. (January 26, 2021) – Four Roses and Nanz & Kraft Florists are raising a glass to healthier, happier hearts this Valentine's Day by offering a one-of-a-kind pairing of roses and Bourbon. The exclusive package will include one dozen Heart Roses, a special rose variety known for large a petal count that creates the shape of a heart, along with a bottle of Four Roses Small Batch signed by Master Distiller Brent Elliott. A portion of proceeds from the limited release package will benefit the American Heart Association.

These limited-quantity Valentine's Day packages can be purchased beginning Thursday, January 28 [online](#) or in-store at Nanz & Kraft Florists located at 141 Breckenridge Lane for \$125. For each purchase made, customers will be entered for the chance to win a behind-the-scenes tour of the Four Roses Distillery when the visitor center expansion is projected to be completed in late 2021. Early purchases are suggested to ensure delivery availability.

Flower Hour, a 13-year tradition, is an event usually held on the Friday before Valentine's Day providing an opportunity to take care of Valentine's Day shopping and featuring a complimentary Four Roses Bourbon tasting and hors d'oeuvres, plus live jazz entertainment. This year Four Roses and Nanz & Kraft have pivoted the annual tradition to be virtual.

"It was important to us to continue this long-standing partnership with Nanz & Kraft although we are only able to be together in spirit this year," said Four Roses Master Distiller Brent Elliott. "While our Valentine's Day celebrations will look a bit different, I am happy to have the opportunity to help the American Heart Association raise awareness about heart health, and much needed funds for our community."

Four Roses has also prepared a silent auction including sought-after Bourbon releases such as the 2020 Limited Edition Small Batch, 130th Anniversary Limited Edition Small Batch and AI Young 50th

Anniversary Limited Edition Small Batch and more, with proceeds benefitting the American Heart Association. The silent auction will be set up inside Nanz & Kraft from Thursday, January 28 to Saturday, February 13 for shoppers to check out in a safe, socially-distanced environment.

About Four Roses Distillery

Established in 1888, Four Roses 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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