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Contact:

Lauren Burdette
(502) 435-6684
lburdette@bch.com

Lauren Marcum
(859) 619-3793
lmarcum@fourrosesbourbon.com

Rare Roses Pair with Bourbon for Limited Valentine's Day Package

Four Roses Bourbon and Nanz & Kraft Florists partner to benefit American Heart Association

LOUISVILLE, Ky. (January 31, 2022) – 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 includes one dozen Heart Roses, a special rose variety known for a large 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 now, [online](#) or in-store at Nanz & Kraft Florists located at 141 Breckenridge Lane for \$130. For each purchase made, customers will be entered for the chance to win a behind-the-scenes tour of the Four Roses Distillery and new visitor center. Early orders are suggested to ensure delivery availability for Valentine's Day.

Four Roses and Nanz & Kraft have a long-standing partnership and 2022 marks 15 consecutive years that they have come together to show some love to local non-profit organizations for Valentine's Day.

More than \$35,000 has been donated to the American Heart Association since 2013 through the "Flower Hour" event, an annual tradition previously held the Friday before Valentine's Day before the pandemic forced adjustments to the 2021 and 2022 partnerships.

"Even though we've had to pivot, it's important to us to continue our partnership with Nanz & Kraft and we really couldn't think of anything to go better with a dozen roses than Four Roses," said Four Roses

Master Distiller Brent Elliott. "I am happy to again 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 2017 Al Young 50th Anniversary Limited Edition Small Batch, 2018 130th Anniversary Limited Edition Small Batch, 2021 Limited Edition Small Batch and more, with proceeds benefiting the American Heart Association. The silent auction is set up inside Nanz & Kraft now through Friday, February 11 at 6 p.m. for shoppers to check out.

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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