

WOODFORD RESERVE PERSONAL SELECTION



DISTILLER'S SELECT PERSONAL SELECTION

Because each barrel matures at its own rate, they take on a character of their own. So you'll taste several as you craft your own two barrel batch. Then we'll bottle your selections, complete with personalized labels. It's Craft Bourbon, and you're one of its craftsmen.

Here's what you'll receive:

- 180 1.0L bottles of your selected bourbon, offered in personalized, individually labeled bottles bearing your name.
- A personalized barrelhead.
- One of the empty barrels used in the bottling (if desired).
- A private tour of the distillery and lunch with tasting group.
- Your name on a permanent plaque at the distillery.

SELECTION OPTIONS

- The customer has the opportunity to visit the distillery, meet with the master distiller, and select blend their Woodford Reserve Personal Selection
- The master distiller can make the Personal Selection for the customer based on their taste preference
- New in 2016- in field sampling can be utilized to enhance the selection process if the customer cannot visit the distillery.
 - Batch A – Spicy with Dark Fruit Character
 - Batch B – Wood & Sweet Aromatics
 - Batch C – Sweet, Nutty & Malty

New Packaging Design and Personalized Label



Front view



Back view

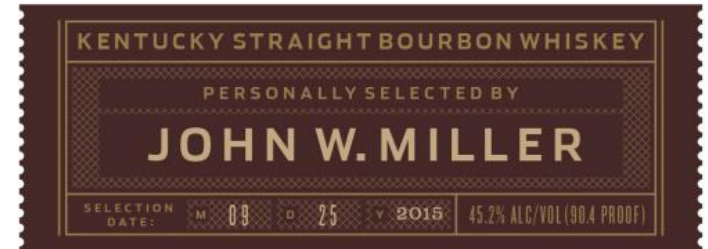


Image of personalized label