



WILD TURKEY® KENTUCKY BOURBON FACT SHEET

Uncompromising since 1855, Wild Turkey is the Real Kentucky Straight Bourbon Whisky. Using only natural processes, Wild Turkey products are aged in #4 Alligator Char oak barrels which give them a deep russet color while carrying full flavors of vanilla and smooth caramel. Complementing the classic Wild Turkey 101 Bourbon, several variations of the brand now exist including Rare Breed, Kentucky Spirit, Forgiven, American Honey, and Russell's Reserve. Using the same tried and true methods with a little bit of innovation, Wild Turkey is a true American icon, always bearing the mantle of tradition with grace and a noble heritage.

A FAMILY TRADITION

Master Distiller and Kentucky Bourbon Hall of Famer Jimmy Russell started at Wild Turkey in 1954 where he followed in his grandfather's and father's footsteps in the bourbon distillery business. Under Jimmy's care and vision, Wild Turkey has introduced several new Wild Turkey Bourbons over the years, including, Wild Turkey Rare Breed, Wild Turkey Kentucky Spirit, Wild Turkey 81 Rye, Wild Turkey 101 Rye, and Russell's Reserve. He was also very instrumental in creating Wild Turkey American Honey, which has become one of the best-selling liqueurs. He spends a great deal of time traveling the world as a goodwill ambassador for Kentucky Bourbon. For an astounding 60 years, Russell has been making whiskey at the Wild Turkey Distillery in Lawrenceburg, Kentucky, and today, is the longest-tenured, active spirits Master Distiller in the world.

His son Eddie Russell now follows his footsteps, but is creating a legacy all his own. Also elected to the Kentucky Bourbon Hall of Fame, he has worked at Wild Turkey for more than three decades and currently acts as Distiller next to his dad. Recently he developed and launched Wild Turkey 81. Following discussions with bartenders and whiskey lovers from around the US, Eddie wanted to develop a bourbon that could be used regularly in mixed drinks and cocktails that wouldn't be overpowered by the mixers themselves. What he developed is a whiskey that can stand up to anything a bartender can throw at it, delivering the bold Wild Turkey signature flavor every time. Most recently, Eddie crafted Wild Turkey Diamond, a once-in-a-lifetime blend of 13 and 16-year old bourbon to celebrate Jimmy's 60th year at Wild Turkey.

ORIGIN:

Wild Turkey is born, bred, and raised in Kentucky.

AVAILABLE SIZES AND RETAIL:

Wild Turkey 81 Bourbon

750 ml \$20.99

Wild Turkey 101 Bourbon

750 ml \$24.99

Wild Turkey 81 Rye

750 ml \$24.99

Wild Turkey 101 Rye

1L \$36.99 (on-premise only, but available for purchase at the Wild Turkey Visitor's Center)

Wild Turkey Diamond

750 ml \$124.99

Wild Turkey Forgiven

750 ml \$49.99

Wild Turkey Spiced

750 ml \$22.99

Wild Turkey Rare Breed

750 ml \$44.99

Wild Turkey Kentucky Spirit

750 ml \$49.99

PROOF:

81-112.8 (40.5%-56.4% alc./vol.)

TASTE PROFILE:

Wild Turkey 81 Bourbon has a classic Wild Turkey spicy finish, but is a mellower counterpart to Wild Turkey 101. The bourbon has flavors of almonds, honey and blackberries.

Wild Turkey 101 Bourbon offers an explosion of vanilla and caramel flavors with notes of honey, brown sugar, oranges and a hint of tobacco. Its high proof contributes to its bolder flavor.

Wild Turkey 81 Rye has rich aromas and flavors of vanilla and big, broad spice. Less sweet than bourbon, it has subtle hints of rye toast with a light smokiness.

Wild Turkey 101 Rye has the peppery, bold flavor that rye bourbons are known for with hints of honey and citrus. The finish is zesty with a touch of sweetness.

Wild Turkey Diamond is a mingling of 13- and 16-year whiskies that yield tantalizing notes of caramel and vanilla, complete with a spicy oak finish.

Wild Turkey Forgiven is made from 6-year-old Bourbon and 4-year-old Rye. The whiskey opens bold and finishes smooth, with tasting notes of creamy vanilla and oak, and a peppery, cinnamon finish.

Wild Turkey Spiced combines classic bourbon flavor with island spices. Akin to a spiced rum, this bourbon offers notes of vanilla, caramel and cloves.

Wild Turkey Rare Breed has a remarkably smooth flavor considering its high alcohol content (112.4 proof), and has hints of light oranges, mint, and tones of sweet tobacco.

Wild Turkey Kentucky Spirit is a single-barrel bourbon that is full-bodied with rich vanilla flavors and a hint of sweetness. It's a complex bourbon with layers of almonds, honey, blackberries, and leather. The finish is long and dark, lingering well after each sip.

SIGNATURE COCKTAILS:

Wild Turkey Bourbons are best served straight up, neat, with water, and on the rocks. It can also be enjoyed with a variety of classic cocktails, such as the Old Fashioned.

AWARDS & ACCOLADES:

- **Wild Turkey 101 Bourbon** awarded Double Gold Medal at the San Francisco World Spirits Competition (2014) and 91 points at Ultimate Spirits Challenge (2012)
- **Wild Turkey 81 Bourbon** received a Silver Medal at the International Wine & Spirits Competition (2014), 88 points from the Beverage Tasting Institute (2013), and 89 points from the Ultimate Spirits Challenge (2012)
- **Wild Turkey 81 Rye** received a Double Gold Medal at the San Francisco World Spirits Competition (2012)
- **Wild Turkey Forgiven** received 92 points (Excellent/Highly Recommended) at the Ultimate Spirits Challenge (2014)

- **Wild Turkey Spiced** received 86 points (Very Good/Strong Recommendation) at the 2014 Ultimate Spirits Challenge
- **Wild Turkey Rare Breed** received 93 Points and a Gold Medal from the Beverage Tasting Institute (2013) and a Double Gold Medal at the San Francisco World Spirits Competition (2013)
- **Wild Turkey Kentucky Spirit** received 93 points (Excellent/Highly Recommended) at Ultimate Spirits Challenge (2013)
- **Wild Turkey Diamond** received 97 points from Wine Enthusiast (2014).