





# ANNIVERSARY BOURBON

As part of our tenth business anniversary celebrations, we wanted to create a limited edition commemorative gift. Society Awards CEO David Moritz, as a passionate collector of fine whiskeys, began exploring ways to acquire a special bourbon whiskey to be branded under the Society Awards name.

Purchasing a barrel of whiskey is an incredibly difficult process, one that is not accessible to the general public. Working with our spirits industry connections and journalist John McCarthy we found an opportunity through Buffalo Trace Distillery to bottle and co-brand a barrel of our choosing from their Eagle Rare line.

Along with Master Distiller Harlen Wheatley, we selected a very special ten year aged barrel that we would bottle as our 10 Year Anniversary Bourbon. We created custom packaging, an extensive marketing campaign, and got coverage of the process in an article on Forbes.com. Our Anniversary Bourbon was gifted to a few strategic contacts and is a staple of our office whiskey library for visitors. The barrel is continuing its journey and is now in Mexico repurposed as a tequila barrel, which will become the second release in our series.

The bottles of this unique spirit provided an impressive promotional gift unlike anything else. Not only the presentation and story, but as well the rich flavor profile of the bourbon is inherently impressive.



BUFFALO TRACE DISTILLERY  
066206

LOT NO. 05 K 22  
BUFFALO TRACE  
DISTILLERY  
BT MASH #1  
DSP-KY-113 RC 53 C  
BOURBON WHISKEY  
FILLED 11 22 05

27

BUFFALO TR  
06

28

LOT NO. 05 K 22  
BUFFALO TRACE  
DISTILLERY  
BT MASH #1  
DSP-KY-113 RC 53 C  
BOURBON WHISKEY  
FILLED 11 22 05

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## How To Buy A Barrel Of Bourbon



**John McCarthy** Contributor   
Food & Agriculture

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David Moritz (left) hard at work sampling barrels with Buffalo Trace Master Distiller, Harlen Wheatley. JOHN MCCARTHY

Anytime my bourbon-obsessed buddy, David Moritz, comes calling, it usually involves whiskey. On one particularly dreary day last year, he called about *a lot* of whiskey.



## THE TRIP

CEO David Moritz recently travelled down to the Buffalo Trace Distillery in Franklin County, Kentucky to test some of their finest Bourbons.

Read about the trip in John McCarthy's new article on Forbes.

Special thanks to Spirits Expert John McCarthy and Master Distiller Harlen Wheatley, who acted as indispensable guides.

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2017  
EAGLE RARE  
SINGLE CASK

Kentucky Straight  
Bourbon Whisky

40% ALC/VOL



## PACKAGING COPY

Ten years ago, as we were laying the groundwork to change an industry, Master Distiller Harlen Wheatley was laying a new crop of bourbon barrels at the Eagle Rare Distillery 650 miles away in Franklin County Kentucky. A very precious one of those barrels, placed on the third floor of Warehouse K, would grow to become a special part of our 10 year anniversary.

Over the years bourbon has developed an aura of rough-riding masculinity, but the process is incredibly delicate and masterful. True bourbon is defined by three simple factors – American heritage, majority corn-content mash and charred new American Oak barrel aging. Yet within this wide-sweeping definition, the tiniest of changes can yield the most incredible results. The unique mash bill, the exact location of the barrel, fluctuations in temperature all produce very different characteristics. Most unknowable and most critical to a truly spectacular bourbon, however, is the barrel.

A bourbon's rich color and, more importantly, flavor are almost entirely the result of the unique barrel in which it is aged. Years spent resting in a barrel impart a range of unique natural flavors including vanilla, caramel, spice and cocoa. The most rare and illusive of barrels are responsible for the world's very best bourbon.

After a meticulous and exhaustive search, our CEO, David Moritz, and whiskey expert John McCarthy selected – from its perch on Rick 46 – the barrel of exquisite bourbon presented here. Bourbon is the true American spirit. We hope that this particularly rare luxury will find place in toasting your finest celebrations.

Cheers.



FRONT



RIGHT



LEFT



BACK