

BULLEIT[®]

FRONTIER
WHISKEY

Bulleit Frontier Whiskey's growth continues to outpace that of the North American Whiskey category¹.

Our blending and distilling team remains dedicated to producing consistently high-quality liquids from high-quality ingredients.

HERITAGE

- In 1987, Tom Bulleit started the Bulleit Distilling Company, leaving a successful law practice to fulfill a lifelong dream of reviving an old family bourbon recipe.
- Tom was inspired by his great-great grandfather Augustus Bulleit, who made a high-rye whiskey in the mid 1800s.
- Legend has it, Augustus mysteriously disappeared in the 1860s while transporting barrels of his bourbon from Kentucky to New Orleans.
- Bulleit's iconic bottle, introduced in 1999, draws its design influence from vintage three-mold glass bottles from the 1800's.
- In 2017, construction on Bulleit Distilling Co.'s distillery was completed and in 2019 the Visitor Center opened its doors for a world class distillery tour and visitor experience unlike any other on the Kentucky Bourbon Trail®

PRODUCTION

- Bulleit Bourbon's mashbill has an average of 68% corn, 28% rye, and 4% malted barley.
- The signature high rye mashbill gives the liquid it's distinctively spicy, dry, and clean taste and sets it apart from traditional bourbons with higher corn contents.
- It is distilled and aged in small batches using only the finest ingredients and Kentucky limestone filtered water.
- Bulleit is unique because our expert blenders, Eboni Major and Andrew MacKay, mingle up to 10 different maturates together to create the perfectly balanced flavor and maintain consistent quality year after year.
- These 10 different maturates are the result of two unique high rye mashbills and up to 5 different proprietary yeast strains.
- Bulleit's aging philosophy is simple: we wait until our bourbon is ready

#1 BEST SELLING AMERICAN WHISKEY (2017)
#1 MOST TRENDING AMERICAN WHISKEY (2017)
Drinks International, as voted by the World's Best Bars

DOUBLE GOLD WINNER (2016)
San Francisco World Spirits

TASTING NOTES

- Nose: Rich, oaky aroma
- Taste: Distinctive, with hints of vanilla, spice, and pepper
- Body: Full and smooth
- Finish: Generous with a long, lingering finish

Bulleit Bourbon



90 proof (45% ABV)

1. Nielsen XACO + Liquor Census, Latest 52 w/e 6/15/19

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SIGNATURES SERVES

BLT

- 1.3 oz Bulleit Bourbon
- 4 oz Tonic Water

Glass: Rocks glass

Directions: Serve on the rocks and garnish with a lemon wedge



Bulleit Bourbon & Beer

- 1.3 oz Bulleit Bourbon
- 1 pint lager or amber ale

Glass: Shot glass, pint glass

Directions: Pair a serving of Bulleit Bourbon with your favorite lager or amber ale. Sip and enjoy.



*Please note: This serve is 2 servings of alcohol.

Frontier Old Fashioned

- 1.3 oz Bulleit Bourbon
- 3 bar spoons simple syrup
- 3 dashes ANGOSTURA® bitters
- 1 orange peel

Glass: Rocks glass

Directions: Add two bar spoons of simple syrup, three dashes of bitters, and Bulleit Bourbon to a large rocks glass. Add ice. Stir gently until the level of the ice and liquid equalize. Zest an orange peel over the glass then add the peel to the drink as a garnish.



Bourbon Lemonade

- 1.3 oz Bulleit Bourbon
- 4 oz lemonade
- 1 lemon wedge

Glass: Collins glass

Directions: Serve on the rocks or blend with ice in a Collins glass. Garnish with a lemon slice.



FEATURES

Tom Bulleit honors the legacy of Augustus Bulleit by using the recipe he developed over 150 years ago to inspire how our whiskey is made today.



Bulleit is made using an exceptionally high percentage of rye grain, imparting a bold, spicy taste.



Bulleit is distilled from high quality grains and Kentucky limestone filtered water and expertly blended using 10 different maturates from two unique high rye mashbills with up to 5 proprietary yeast strains.



Bulleit consistently wins awards at the world's most prestigious competitions.



BENEFITS

Bulleit's unwavering dedication to heritage appeals to consumers that value brand authenticity. This acceptance will drive trial and incremental sales.

Bulleit's distinctive taste sets it apart from many of the more traditional, sweeter bourbon brands. Giving whiskey consumers more choices will increase your account's opportunity for profit. The high rye liquid also makes the perfect backbone for classic cocktails.

Bulleit's unique approach to distilling and blending using high quality ingredients results in an exceptionally high quality and consistent liquid that consumers can trust and ultimately help drive brand loyalty.

Bulleit's accolades from renowned spirits competitions, organizations, and individuals signal the quality of the liquid to both whiskey connoisseurs and novice bourbon drinkers