

Buffalo Trace launches Eagle Rare 25 whiskey

26 October 2023 | News

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Buffalo Trace Distillery announces the release of Eagle Rare 25, an ultra-aged bourbon that exemplifies the Distillery's relentless commitment to innovation and honouring tradition while embracing change. At 25 years old, Eagle Rare 25 marks the oldest expression released from the Eagle Rare portfolio. Defying the existing perception of ultra-aged bourbon with its smooth, complex flavour profile, Eagle Rare 25 is a remarkable result of the World's Most Award-winning Distillery's multi-decade and \$20-million-dollar-plus experimental program.

Driven by a belief that the world's best whiskey has yet to be created and the idea that the category is bound only by the ideas that have yet to be considered, Buffalo Trace Distillery has conducted thousands of experiments over the years to test a variety of factors impacting the ageing and maturation of whiskey, including barrel char levels, temperature, airflow, light, barrel placement, and more. Eagle Rare 25 is the first release from Warehouse P, one of Buffalo Trace Distillery's two experimental warehouses. A purpose-built, state-of-the-art warehouse, Warehouse P was constructed to test if it was possible to extend favourably both the aging and maturation processes typical for American whiskey and bourbon.