

WILD TURKEY.

We've always been exceptionally proud of our award-winning Wild Turkey Rare Breed Bourbon. One of the pioneers of small batch bourbon, Rare Breed is pure barrel proof whiskey, meaning no water is added to reduce the level of alcohol during the bottling process.

This special attribute also allows for Rare Breed to change each time we make it. Most recently, it had finished around 112.8 proof, but we're excited to announce that this year's breed is a little different.

Hitting shelves this spring, the latest Rare Breed expression coming out of the Wild Turkey distillery pours out of the barrel at 116.8 proof. It's an unapologetic, bold spirit with tones of warm butter scotch and vanilla, and hints of fruit and spices. Its lingering caramel sweetness makes it a remarkably smooth whiskey. And, with our new proof, we felt it was time to give our packaging a face lift to align more succinctly with our core value for today's premium Bourbon consumers.

We hope you enjoy it.

Cheers,

The image shows two handwritten signatures in black ink. The first signature is 'Jimmy Russell' and the second is 'Eddie Russell'. Both are written in a cursive, flowing style.

Jimmy and Eddie Russell, Wild Turkey Master Distillers

