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Buzzard's Roost Whiskey Releases Char 1 Rye *Name Change Reflects Brand's Signature Char on All Its Whiskies*

Louisville, KY – May 2, 2022 – Buzzard's Roost Whiskey is re-launching its inaugural whiskey under a new name. Char 1 Rye – formerly known as Very Small Batch Rye – is a three-year-old Indiana rye whiskey that was crafted to be a star ingredient in cocktails as well as a satisfying sipping whiskey.



“Our proprietary barrel alchemies are all based on Char 1 barrels,” said Buzzard's Roost co-founder and CEO Judy Hollis Jones. “Char 1 Rye is an evolution of the first whiskey we launched in 2019, offering the complex sweet and spicy flavor profile that made it a huge success when it launched.”

Jason Brauner, co-founder and master blender for Buzzard's Roost, explains the commitment to Char 1 for all Buzzard's Roost whiskies, saying, “We are the first whiskey brand to only use of Char 1 barrels for the second barrel maturation, and we do it because of what it brings to the whiskey in terms of flavor and color. We use our barrels like a spice rack, with each bringing very intentional aromas and flavor profiles to the final blend.”

The mash bill is comprised of 95 percent rye and 5 percent malted barley. This 105- proof (52.5 percent ABV) rye offers notes of wood and sweet citrus that open to deeper notes of dark chocolate and dark fruit. It's a warm spirit, full of confection and caramel goodness. SRP per 750ml bottle is \$49.

Char 1 Rye is a favorite for cocktails including classics like the Manhattan, Old Fashioned and Whiskey Sour, as well as more innovative cocktails like the New York Sour or Vieux Carré. As Hollis-Jones notes, “I'm a big fan of a Rye Manhattan.”

About Buzzard's Roost: [Buzzard's Roost Sipping Whiskey](#) is an independent blender and bottler of exceptional whiskies crafted using pioneering techniques. Buzzard's Roost is redefining American whiskey, with its focus on treating barrels in very

deliberate ways to achieve rare and exceptional flavors. No other whiskey in the world has flavor profiles like Buzzard's Roost. And like the keen eye of the buzzard, Buzzard's Roost has a long-range vision and wide perspective on what American whiskey can be. Buzzard's Roost is proudly woman-owned and led, and is currently distributed throughout Kentucky, Massachusetts, Ohio, New Mexico and Arkansas with more states to be announced soon.

The Buzzard's Roost portfolio includes Barrel Strength Bourbon, Barrel Strength Rye, Toasted Barrel Rye, Toasted French Oak Bourbon, Peated Rye, Char 1 Rye and Cigar Rye. All Buzzard's Roost whiskies are second-barrel aged and bottled at Bardstown Bourbon Company. Follow @BuzzardsRoost on Instagram and Facebook.

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