

BOOKER'S®

BOOKER'S® BOURBON RELEASES ITS THIRD BATCH IN 2018

“Kentucky Chew”

“I’m happy to release the third batch in the Booker’s® Bourbon 2018 Collection, called Booker’s® Batch 2018-03, ‘Kentucky Chew.’ It’s named in tribute to my dad’s signature way of tasting bourbon that we still use today.

Many years ago, a whiskey writer coined Dad’s special technique the ‘Kentucky Chew’ after sitting down with him for a tasting. To get a good ‘Kentucky Chew,’ Dad would take a sip of bourbon, work it around his mouth and then smack his lips a few times like he was chewing on the whiskey. He liked the way the bourbon coated the different areas of his mouth and how, by drawing in air, he could assess the flavor and finish of the bourbon. We still teach Dad’s ‘Kentucky Chew’ method any time we’re hosting whiskey tastings at the distillery or in our travels. I use it myself when I’m tasting bourbon – especially Booker’s – to discover the full range of flavors it has to offer and to ensure it’s up to Dad’s standards for his namesake bourbon.

If Dad were here today, I know he’d give this batch his good ‘ole ‘Kentucky Chew’ and enjoy every moment of it. I hope you’ll join me in toasting him and all of his traditions that we carry on today.”

~ Fred Noe, Beam Family’s 7th Generation Master Distiller



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Master Distiller's Notes

This batch is made up of barrels from two production dates aged in seven different locations within four warehouses. The breakdown of the barrel locations is as follows:

- 29% came from the 4th floor of 9-story warehouse D
- 42% came from the 6th floor of 9-story warehouse I
- 8% came from the 4th floor of 9-story warehouse L
- 8% came from the 7th floor of 9-story warehouse J
- 6% came from the 6th floor of 9-story warehouse J
- 2% came from the 7th floor of 7-story warehouse N
- 5% came from the 5th floor of 7-story warehouse N

This batch being named “Kentucky Chew” is appropriate as it has the flavors my father would have chewed on for a good while, smiled and said, “We done good on this batch.” The nose is sweet with some hints of dried fruit, along with the vanilla that is characteristic of Booker's Bourbon. As the bourbon aerates, some of the vanilla comes to the front inviting you to taste the bourbon in your glass. The taste is unmistakably Booker's Bourbon with a robust profile that is intense at first, but finishes sweet and medium-bodied.

~ Fred Noe, Beam Family's 7th Generation Master Distiller

Product Details

Proof: 126.7

Age: 6 yrs., 4 months and 12 days

Expected Ship Date 7/19/2018

Nose: Sweet hints of dried fruit and vanilla

Taste: Rich butterscotch, brown sugar, dried cherries, and a little allspice

Finish: A nice balance of toasted oak with caramel and brown sugar

Sipping Suggestions: Sip neat or with water to open up the flavors

SCC#10080686011405 / UPC#080686011408

*Booker's® Bourbon is quality screened to remove sizeable pieces of charred barrel wood
Shippers for each Booker's Batch are coded with the name and batch # for each release

