



## **PRESS INFORMATION**

### **WORLD'S LEADING BOURBON MASTER REVEALS THE SECRETS OF KENTUCKY TASTE**

**London June 30, 2010** - In a rare visit to London on June 30 and July 1, Jimmy Russell the world's leading authority on Bourbon, demonstrated the breadth of his experience and knowledge in two master classes. Jimmy showed how to drink and appreciate Bourbon, with tastings of Wild Turkey 101 US proof\* 8 year-old whiskey.



Jimmy Russell also revealed the taste of things to come with a sampling of Wild Turkey Rye and Wild Turkey Rare Breed. Popular among Bourbon connoisseurs in the US, Wild Turkey Rye and Rare Breed are currently not available in the UK.

Accompanying Jimmy was hot London mixologist, Zoran Peric who attended both Master Classes. Zoran stirred some innovative cocktail mixes with the Wild Turkey whiskeys to illustrate Jimmy's expert tasting guidance.

The Master Distiller of WILD TURKEY for more than 50 years, Jimmy Russell has almost singlehandedly established the brand in its now iconic status. He comes from a long line of Kentucky whiskey mavens. Four generations of the Russell family have been employed at the Wild Turkey distillery near Lawrenceburg on the Kentucky River. His son Eddy is currently Director of Barrel Maturation.

#### **Historical note on the brand**

The Wild Turkey Ripy Distillery was founded in 1839 when James and John Ripy arrived in Kentucky from Tyrone, Ireland, and opened a general goods store. The Ripys settled beneath the towering limestone cliffs in the shadow of what is now called Wild Turkey hill. The huddle of log cabins became the site of their first distillery with a capacity for mashing 100 bushels of corn per day.

\* 50.5% ABV

(more)

Jimmy Rusell/2

The business grew steadily until the advent of Prohibition in 1919 when America's distilleries closed down. Many never reopened, but Kentuckians remained fiercely loyal to their 'star-spangled' spirit which continued a moderate production, barely surviving until 1933 when Prohibition was at last repealed. From there the distillery went from strength to strength with the establishment of the Wild Turkey Bourbon brand name in 1940.

It was not until 1964 that the federal government recognised Bourbon as a distinctive product of the United States, passing a resolution protecting it under the law. As a result, Bourbon is by definition a purely American drink. Charred-barrel aging, the unique process used to impart to bourbon its rich amber colouring and subtle vanilla palate, was an American innovation.

Wild Turkey Straight Kentucky Bourbon whisky is distributed in the UK by Cellar Trends. For all sales enquiries contact Cellar Trends on 01283 217703 or see the website:

[www.cellartrends.co.uk](http://www.cellartrends.co.uk)

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