WOODFORD RESERVE®

Dear friend of Woodford Reserve,

We hope that you are as excited about the new Woodford Reserve Personal Selection program as we are! Now you are in complete control of your Personal Selection. No longer will the availability of the Master Distiller or Master Taster dictate when you can schedule a tasting.

Enclosed you have three (3) samples of batched Personal Selections. These samples are presented at batch proof. They will not be processed so you might see fine sediment of barrel char or oak particles floating in the bottle. Do not be alarmed! This is a completely natural condition. We have selected the barrels that are featured in each individual batch. Not a single batch noses or tastes exactly like Woodford Reserve Distiller's Select nor can they ever be replicated. That is the point – a Woodford Reserve Personal Selection is personal.

When conducting a selection with a customer, we recommend that you have the following items on hand for each participant:

- The enclosed tasting mat
- A spit cup
- Glass of water
- One (1) jigger (1 oz. x 1.5 oz.)
- Four (4) glasses – tulip-shaped if possible
- A bottle of Woodford Reserve Distiller's Select

Begin the selection with a tasting of Woodford Reserve Distiller's Select to show how each of the Woodford Reserve Personal Selection samples is different and unique from our core product. Reference our Five Sources of Flavor and Flavor Wheel materials to help explain where the various flavor and aromas that can be detected originate.

As you nose and taste the samples in order (A, B, C) be sure to spit! The batch proof samples will be assertive to say the least. Be sure to point out the differences between the batches. Once you have done this you may want to retaste the samples with added water. Add ½ ounce water per 1 ounce of sample. This will allow you to sip and swallow.

At this point, you can hand the decision making process over to the customer. Invite them to make their selection – and if they want all three so much the better! In the end we hope that both you and the customer have a great experience and that they become (or remain) ambassadors for our great brand.

Best regards,

Elizabeth O'Neill Chris Morris

Elizabeth and Chris

CRAFT CAREFULLY. DRINK RESPONSIBLY.

Kentucky Straight Bourbon Whiskey, 45.2% Alc. By Vol., The Woodford Reserve Distillery, Versailles, KY ©2016