



HISTORY

Wild Turkey Kentucky Straight Bourbon Whiskey is a true American icon and embodies a real tradition of rural craftsmanship of the highest quality. In fact, despite its name, bourbon is a uniquely American whiskey, recognized by the U.S. congress as 'America's Native Spirit' in 1964.

It is the revolutionary American spirit that made Kentucky the whiskey-making capital of the U.S. The Whiskey Rebellion of the late 1790's drove many distillers of Irish and Scottish extraction from the Northeast to re-settle in Kentucky after losing their struggle against the hated whiskey tax.

Bourbon County, named in honor of the French Bourbon family for their help in gaining independence from Great Britain, was a logical spot for the displaced distillers to settle. Situated on the Kentucky River, which flows to the Gulf of Mexico, it was an ideal shipping center. The area also had an abundant supply of crystal-clear, limestone filtered water and corn, which became the primary ingredients in bourbon whiskey.

A Baptist minister, Reverend Elijah Craig, is generally credited with having first made bourbon in 1789 using spring water, corn, rye, barley malt and other grains. It was common then to char barrels that were previously used in order to clean them from earlier use. These charred barrels were then used to store bourbon. Quite accidentally, this led to the discovery that the charred barrels gave bourbon its distinct color and enhanced flavor.

Some 50 years later, the origins of the Wild Turkey Bourbon Distillery began when James and John Ripy arrived in Kentucky from Tyrone, Ireland, and opened a store selling general goods.

The Ripys settled beneath the towering limestone cliffs along the Kentucky River in the shadow of what is now called Wild Turkey Hill and christened the plot "Tyrone." The huddle of log cabins became the site of their first distillery with a capacity for mashing 100 bushels of corn per day.

At about the same time, Austin, Nichols began as a wholesale grocer specializing in teas, coffees, and of course, spirits.

By 1873, the Ripys had a new distillery building. Capacity rose to 600 bushels and then to 1,200 bushels per day. "The whiskey made at the Ripy Distillery has been tested and endorsed in almost every village and hamlet of the land," The Anderson News proudly announced—a boast made true in 1893 when the Ripys' whiskey was selected from over 400 other whiskeys to represent Kentucky at the upcoming World's Fair Exposition.

The business steadily grew until the advent of Prohibition (18th Amendment) in 1919, when America's distilleries closed down. Many would never reopen, but Kentuckians retained a fierce loyalty to their star-spangled spirit.

During Prohibition, the Ripy Distillery continued a moderate production for medicinal uses, which was sold by Austin, Nichols. The distillery struggled to survive until 1933 when Congress enacted the 21st Amendment and repealed Prohibition.

Following the repeal of Prohibition, the distillery underwent modernization. Six years later, Austin, Nichols & Company shed its wholesale grocery business to focus solely on fine wines and spirits.

In 1940, Austin, Nichols executive Thomas McCarthy inadvertently established the Wild Turkey Bourbon brand name. An avid sportsman, McCarthy gathered with friends each year for a wild turkey hunt on a South Carolina estate. McCarthy, who was asked to bring the whiskey, pulled a sample of undiluted 101 proof from the warehouse. The following year, his friends insisted he bring more of “that wild turkey bourbon.” McCarthy, a businessman with a background in marketing, realized he had a winning product and soon began to market Wild Turkey Bourbon. Our bourbon has been the same ever since.

It wasn't until 1964 that the federal government recognized bourbon as a distinctive product of the U.S., passing a resolution protecting it under the law. As a result, bourbon is by definition a purely American drink, distilled through an American process. Charred-barrel aging, the unique process used to impart to bourbon its rich amber coloring and subtle vanilla palate, was an American innovation.

THE BRAND

Uncompromising since 1855, Wild Turkey is the Real Kentucky Straight Bourbon Whisky. Using only natural processes, Wild Turkey products are aged in new white oak barrels which give them a deep russet color while carrying full flavors of vanilla and smooth caramel. Legendary Master Distiller, Jimmy Russell and son Eddie, Associate Distiller, are the face of this brand as Jimmy has been working at the distillery for 55 years.

Using the same tried and true methods with a little bit of innovation, Wild Turkey is a true American icon, always bearing the mantle of tradition with grace and a noble heritage. Wild Turkey is real Kentucky Straight Bourbon Whiskey that through its distilling, barreling, aging, and bottling process maximizes the flavor experience. Wild Turkey is the genuine and most flavorful Kentucky bourbon whiskey for uncompromising men enjoying good times with their true friends.

Under the leadership of Jimmy, the Wild Turkey Bourbon line has grown immensely. Complementing the classic Wild Turkey 101 Bourbon, five variations of the brand now exist. Using the same tried and true methods with a little bit of innovation, the distillery now produces Rare Breed, Kentucky Spirit, Wild Turkey 80, Wild Turkey Rye and American Honey. Russell's Reserve and Russell's Reserve Rye, named after Jimmy Russell, though not part of the Wild Turkey range, are produced at the Wild Turkey Distillery.

- America's iconic premium Kentucky straight bourbon, Wild Turkey 101 Bourbon is the flagship brand in the Wild Turkey Bourbon portfolio.
- One of the pioneers of small batch bourbon, Wild Turkey Rare Breed Bourbon is barrel proof, meaning no water is added to reduce the level of alcohol during the bottling process. This method captures its rich, pure bourbon flavor. A marriage of select 6, 8 and 12-year old bourbons is used to find the perfect smoothness and a consistent taste. Because such a perfect combination is not easy to achieve, Rare Breed is available in limited quantities.

- Wild Turkey Kentucky Spirit is a 101 proof, single barrel bourbon, hand-selected at the peak of maturity. The Master Distiller sets aside barrels that capture the essence of Wild Turkey Bourbon and that ensure a consistent taste from bottle to bottle.
- Russell's Reserve and Russell's Reserve Rye are hand-crafted and small batch bourbon and rye whiskeys created by Wild Turkey's legendary master distiller, Jimmy Russell and his son, associate distiller Eddie Russell. Both products reflect the expertise that comes with their over 80 years of combined experience.
- Wild Turkey Rye is an iconic 101 proof rye whiskey and one of the few genuine rye products produced in decades. America's first distilled spirit, rye whiskey is distinguished from bourbon because it must contain at least 51% rye compared with bourbon, which must contain at least 51% corn.
- Wild Turkey American Honey is a genuine, exceptionally smooth bourbon-based liqueur. At 71 proof, its warm honey taste is versatile and delicious chilled, straight, or in cocktails. American Honey is available in the US and Australia markets.

Wild Turkey's portfolio is also enriched by the two variations of ready-to-drinks available only in the Australia market.

- Wild Turkey & Cola is a premixed blend of Wild Turkey and cola while Wild Turkey & Dry is a premixed blend of Wild Turkey and dry: both are at their best serve chilled or on the rocks.

Top Markets* (Volumes as of 2010 - IWSR) (Wild Turkey Straight Bourbon brand only):

US, Australia, Japan.

*RTD figures not included