

BOOKER'S®

TASTING NOTES

- **Age:** 6 to 8 years
- **Proof:** 121 to 127
- **Color:** Deep, rich, smoky amber
- **Aroma:** Big oak, vanilla, smoky charcoal
- **Taste:** Intense, fruit, tannin, tobacco
- **Finish:** Clean, long, intense
- **Award:** Gold Medal Bourbon

HISTORY

In 1992, Booker Noe introduced his own signature bourbon, Booker's® True Barrel Bourbon. Inspired by a 200-year-old tradition, Booker's is the first bourbon bottled straight-from-the-barrel, uncut and unfiltered. First created as a holiday gift for his special friends, Booker's whiskey was so well-received that he decided to make it available to bourbon lovers worldwide; much to the joy of spirit connoisseurs everywhere.

DISTINCTIONS

Unlike anything you have ever tasted, Booker's is one of the only uncut, unfiltered, straight-from-the-barrel, bourbons available today. It's bottled at its natural proof of between 121 and 127, and aged between six and eight years. Booker's Bourbon delivers a range of intense flavors from oak tannin and smoky vanilla to lighter tones of mocha and coffee. Add spring water to customize the taste and finish to your palate. The complexity provided by this straight-from-the-barrel bourbon makes Booker's the rarest, absolute best bourbon you'll ever taste.

COMMENTS

“The richest in this group is Booker's. The oaky, smoky, unfiltered bourbon has complexity, intensity, depth and a long finish.” — *Newsday*, Peter M. Gianotti, May 2007

