

Easy to drink. Hard not to love.

Brand Highlights

For this first-of-its-kind collaboration from Buffalo Trace Distillery, Traveller brings together the collective artistry of 8X Grammy Award-Winning Artist Chris Stapleton and Buffalo Trace Distillery Master Distiller, Harlen Wheatley.

In pursuit of the finest possible whiskey, over 50 blends were sampled before making Blend No. 40 the chosen combination. Blend No. 40 is the carefully curated result of countless hours of testing & tasting and is exactly what you'd expect - a premium whiskey that speaks for itself.

Authentically crafted to be there whenever you find yourself in good company, Traveller Whiskey is Easy to Drink, Hard Not to Love.

Selling Points

- Co-founded by Chris Stapleton and Harlen Wheatley
- Proudly Blended & Bottled at Buffalo Trace Distillery, the World's Most Award-Winning Distillery
- 45% ABV/90 pf
- Aged longer than its competition for a more complex flavor profile
- As good neat/on ice as it is in a spirit forward cocktail



BOTTLE SHOTS &
LIFESTYLE IMAGES



SIGNATURE RECIPES

FIRST-OF-ITS-KIND
COLLABORATION FROM
BUFFALO TRACE DISTILLERY
& CHRIS STAPLETON


CHRIS STAPLETON
MUSICIAN & CO-FOUNDER


HARLEN WHEATLEY
MASTER DISTILLER & CO-FOUNDER



Good Whiskey is like a good song. It requires no explanation. One taste should tell you everything you need to know. No one has to tell you how to feel about it. You simply settle in & enjoy.


CHRIS STAPLETON
MUSICIAN & CO-FOUNDER

"There's a lot of variations and a lot of variables you can play with. But at the end of the day, it needs to taste good and be consistent, so that people enjoy it."

Paul Whitt

HARLEN WHEATLEY
MASTER DISTILLER & CO-FOUNDER



On Prem Execution

MENU

Brand name featured in Priority Serve on core menu, targeting first or last position.

VISIBILITY

Placed in center of bar nearest to the beer taps, or preferably next to Buffalo Trace.

POS MATERIALS

- Customized Posters & Table Tents
- Integrate into Multi-brand POS



Priority Serve Strategy

THE COUNTRY AND WESTERN

- 2 oz. Traveller Whiskey
- 1/2 oz. Agave Syrup
- Splash of Soda
- Garnish with Lime

THE LUCKY PENNY

- 2 oz. Traveller Whiskey
- 3/4 oz. Honey (or simple syrup)
- 3/4 oz. Lemon Juice
- Garnish with Cherry

TRAVELLER & GINGER

- 2 oz. Traveller Whiskey
- 4 oz. Ginger Ale

ON THE ROCKS/ NEAT

- 1.5 oz. Traveller Whiskey



Sell this, over those

- Aged longer
- From the leader in aging & distilling expertise



TRAVELLER



TX



REDNECK RIVIERA

A Premium Whiskey
That Speaks for Itself



BOTTLE SHOTS &
LIFESTYLE IMAGES



SIGNATURE
RECIPES