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## *Media Release*

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**FOR IMMEDIATE RELEASE**

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### **World Famous Kentucky Bourbon Beer Arrives in Hungary**

[BUDAPEST, Hungary] – Available in capital cities around the world, including Tokyo, Shanghai, New York and Dublin, the award-winning Kentucky® Ale family of beers have arrived in Hungary. Hungarian beer fans can try a snifter of the popular Kentucky® Bourbon Barrel Ale, the flagship craft beer from Alltech Lexington Brewing and Distilling Co., at the Jozsefvaros Beer Festival in Budapest on the 20-22 June, 2014.

According to many proud Kentuckians, their beloved state is known around the world for three superbrands: Kentucky Fried Chicken, Kentucky bourbon whiskey, and the legendary boxer Muhammad Ali. Kentucky Bourbon Barrel Ale, which made its appearance in the Southeastern U.S. state less than ten years ago, is considered an up-and-coming superbrand. Visitors to Kentucky would find it challenging to locate a major bar or restaurant where this popular beer is not served. Even Oprah Winfrey has acknowledged the unique nature and great taste of Kentucky Bourbon Barrel Ale, highlighting it as one of “50 Things That Make You Say WOW” in her monthly “O, The Oprah Magazine”

But what is behind Kentucky Bourbon Barrel Ale’s runaway success? The answer lies in the beer’s name. Thanks to a unique production process, notes of Kentucky bourbon whiskey are featured in this specialty beer, which is aged for up to six weeks in freshly decanted bourbon barrels from some of Kentucky’s finest distilleries. The brewery is located in the heart of Kentucky’s bourbon country, where bourbon barrels outnumber people. Subtle yet familiar flavors of vanilla and oak are imparted to this special ale as it rests in the charred barrels.

Pleasantly smooth and robust, Kentucky Bourbon Barrel Ale may also be served as an aperitif or after dinner drink. ABV for this craft brew is 8.2%.

In addition to the Alltech Lexington Brewing and Distilling Company's flagship product, other popular beers are also available in the Hungarian market such as Kentucky® Kölsch Style\*, Kentucky® Bourbon Barrel Stout and Kentucky® IPA.

“It is a great pleasure to announce that Hungary will be the second country in Europe where we sell our award-winning beers”, said Levente Gati, sales director of Alltech Brewing and Distilling Co. Europe. “We are confident that as in other parts of the world, Kentucky Bourbon Barrel Ale will attract many fans in this Central European country,” Gati added.

The craft beer products from Alltech Lexington Brewing and Distilling Co. can be purchased in Budapest in the Specialty Beers Shop (Különleges Sörök Bolt), 8&8 supermarkets, Kézműves Csemege, the [Sörmanufaktura.hu](http://Sormanufaktura.hu) Pub, Jónás Pub and Zip Brewhouse in Miskolc.

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**Caption:**

Kentucky Bourbon Barrel Ale® is now available on the Hungarian market from Alltech Lexington Brewing and Distilling Co. Thanks to a unique production process, notes of Kentucky

bourbon whiskey are featured in this specialty beer, which is aged for up to six weeks in freshly decanted bourbon barrels from some of Kentucky's finest distilleries.

**About Alltech Lexington Brewing and Distilling Company:**

Alltech Lexington Brewing and Distilling Co. is the producer of award-winning beer and spirits and one of the few joint brewing and distilling operations – or “brewstilleries” – in the world. Since its founding in 2000 by Irish entrepreneur Dr. Pearse Lyons, founder and president of Alltech, its Kentucky® Bourbon Barrel Ale has grown to become the brewery's flagship brew, capitalizing on the brewery's proximity to fresh Kentucky bourbon barrels. Today, the Kentucky Ale family of brews – Kentucky® Ale, Kentucky® Kölsch Style\*, Kentucky® Bourbon Barrel Ale, Kentucky® Bourbon Barrel Stout, Kentucky® IPA and a unique barrel-aged seasonal series – has collected numerous awards. In 2012, the company became part of the world-renowned Kentucky Bourbon Trail® with the opening of its Town Branch Distillery, which crafts Town Branch® Bourbon, Town Branch® Rye, Pearse Lyons Reserve® malt whiskey, and Bluegrass Sundown® bourbon-infused coffee liqueur. For more information, visit [kentuckyale.com](http://kentuckyale.com). For media assets including high-resolution photos, visit [alltech.com/press](http://alltech.com/press).