

WILD TURKEY



AMA

plain text= question asker
bold text= **Wild Turkey**

vx2

- When is the 101 Rye going back to market?

Wild Turkey:

After an absence from the market for about a year due to unexpected high demand, Wild Turkey 101 Rye is making its way back into the hearts and back bars of the best whiskey accounts in the country beginning this month.

- How has Campari been handling WT operations since it's acquisition? In terms of product and distillery expansion? If there have been sacrifices or more flexibility that has come out of it?

Campari has invested \$100 million dollars into the expansion of the WT distillery in the distilling, warehousing and packaging operations over the past three years. Both immediate and long-term benefits of the new facility include improved customer service and accelerated innovation opportunities. A good example of this innovation is our recently launched Wild Turkey Spiced Bourbon.

Master Distiller Jimmy Russell commented:

“Gruppo Campari’s investment in the Wild Turkey Bourbon brand not only demonstrates their commitment to helping Wild Turkey produce our fine Bourbon and Rye whiskeys, but

also to the people of Kentucky through job creation and tax revenue. By having full control of our entire production process from distilling and aging to bottling and packaging, we can focus on what really matters: producing the world's greatest Bourbon."

Zillah1985

- WT has one of the lowest entry proofs on the market. Why is this so? What makes it different than others who use a higher proof?

Wild Turkey:

Our flagship bourbon has always been Wild Turkey 101. That is as true today as it was 100 years ago. Wild Turkey 81 proof was introduced after some bars and restaurants asked us for a lower proof version of our iconic bourbon, specifically to be used as a mixer with cola or in other cocktails. The proof is in line with many other Kentucky Bourbons or Tennessee Whiskies.

- One thing I have not heard WT talk about much is yeast: how much does WT's yeast help differentiate WT from other bourbons?

Wild Turkey has maintained the same strain of yeast for over 50 years. It's specific to Wild Turkey and its products. We have it kept in 2 different locations, in France and the United States, where it is kept in an ultra deep-freeze state to prevent the mutation of our yeast. This maintains consistent genetics.

- Was WT "Forgiven" really a mistake? What was the actual story behind it?

Absolutely. The Wild Turkey Bourbon Distillery crew unwittingly mingled very rare, high-proof Rye with perfectly-aged Bourbon. Despite its accidental beginnings, Wild Turkey Associate Master Distiller Eddie Russell quickly realized that he had an exceptional whiskey more than worthy of bringing to market, hence the name "Forgiven."

- WT has been doing a great job of keeping up with the market by offering innovative products like Russell's Reserve Single Barrel and Forgiven. Are there any plans for Wild Turkey to offer a whiskey that was finished in another barrel - such as rum, cognac, wine, etc...?

While we cannot discuss future product innovations in a public forum, you can rest assured that we are looking at many different possibilities.

- I find WT and Russell's Reserve to be quite different. How are the two barrel's selected and what process goes into blending them to make sure they remain distinct?

Jimmy and Eddie Russell jointly hand select all barrels that go into Russell's Reserve. They

apply over 90 years of combined knowledge to pick the barrels that they deem fit the target Russell's Reserve taste profile. Wild Turkey 101 has a taste profile that is very distinct from Russell's Reserve

- How well does WT81 bourbon sell compared to WT101 bourbon? How about WT honey and the 81 rye?

Wild Turkey 101 is a much more established expression and as a result has a larger fan base that has been cultivated over decades. Wild Turkey 81 is a much newer expression and as a result is growing rapidly, but off a much smaller base of fans. Wild Turkey 81 Rye is wildly popular, but as you may know, limited availability of rye limits what we can sell and we have to allocate our stocks and carefully manage our inventory. Wild Turkey American Honey, the original Honey Bourbon Liqueur, continues to gain in popularity at an explosive rate.

- What process is in place to make sure that WT and their products remain consistent?

Wild Turkey combines state of the art facilities, time-tested discipline and strict quality assurance measures to ensure that our products remain consistent. For example, we do not use any GMO (Genetically Modified Organisms) grains and all grains are inspected multiple times when received.

- How well is WT able to keep up with demand? Have you increased production? Will there be a future where we will be awash in rare, limited and premium WT products?

Wild Turkey has increased production, but it is very important to remember that the ageing requirements of our bourbon require us to plan very carefully for the future. Our new distillery which opened in January 2010 has increased the capacity of the old distillery significantly.

WithkeyThipper

- Why did you call it Russel's Reserve - Small Batch / Single Barrel?

Wild Turkey:

Russell's Reserve Small Batch Single Barrel is both a small batch and single barrel bourbon. Handpicked by Jimmy and Eddie Russell, the best barrels are sourced from the "center cut", or level 4 of the rick house. Each barrel is individually bottled at a higher proof and non-chill filtered to guarantee maximum flavor and deeper color. Each barrel has its own unique personality yet captures the rich, complex style of Russell's Reserve.

rebo2

- I personally own the world's most complete collection of Wild Turkey decanters. The Angus Barn owns the largest, but they just have many multiples of the same bottles. I own every single rare piece including the rare hand painted crystal decanter, test pieces, back bar items, ornaments, special productions, you name it.
- Now the question: Is WT interested in any photos documenting these for their records? There is very little online. What about borrowing any for display for the museum in KY? There are only a few there, and the whole collection is really cool. Why did they stop making these things?

Wild Turkey:

My job currently does not entail fulfilling such a request, but I can discuss this with the visitor center. I am sure there are currently no plans of borrowing them, but we will send you a PM and discuss sending a library of images of your collection so the visitor center can review them.

As far as why we stopped making them, too many distillers entered the decanter market and flooded it, which decreased the value of existing pieces. Wild Turkey made a collective decision to stop marketing them.

joe838

- Why did the mashbill and bottle change for the Russell's Reserve 10 yr? It was my favorite bourbon and I finished my last bottle 4 years ago. I miss it dearly and still search for it hidden on liquor store shelves.

Wild Turkey:

The mashbill never changed. The only changes were to the bottle and the proof.

Senor_Feel_Good

- For your premium limited edition releases (Tribute, American Spirit, Tradition), what differences were there between each release? Although they were similar in age, the tastes of each are very unique. Was this entirely conditions (heat, warehouse position, etc) or were there differences in the mashbill/yeast or distilling process over time?

Wild Turkey:

The differences were due to location within the warehouse, proof, and age of the product.

CanadaEh97

- Why is WT 8yo only available at Duty Free shops for Canadian and US customers? The 8yo has to be one of my favorite bourbons and actually got my bourbon collection started.

Wild Turkey:

Confidentiality reasons prevent me from giving you a more complete answer, but I can only say that it is limited in availability.

Lecheconcarnie

- Why is WT101 not available in Ontario, Canada?

Wild Turkey:

Ontario has very complex listing requirements which can limit distribution. But please share your desire for Wild Turkey with your local retailer!

h3rp3r

- Are there any special programs or clubs where we could get promotions or discounts?

Wild Turkey:

Bourbon makers such as Wild Turkey are required to sell through distributors, who then sell to retailers, who then sell to consumers. Because of this mandated structure, promotions and discounts vary greatly and are ultimately regulated by not only individual state laws, but ultimately the decision making of individual retailers as well. As a result, we do not have a centralized location where we list promotions or discounts.

- Could there be any way to get the product back on the shelf at Duty-free stores on the US-Canada border? Been buying there on fishing trips for years and this year I was very disappointed when it was not offered.

We always looking to expand availability of Wild Turkey, but distribution will vary over time and is often determined by factors out of our control.

- What production changes have been made over the years?

The new distillery has state of the art controls to allow us to make the most consistent product in our company's history.

Therealbigjon

- Wild Turkey 101 helped me rediscover my love of bourbon and Rare Breed and especially Kentucky Spirit have been hands down favorites of mine. So what's on the horizon for Wild Turkey and where do you see this brand going in ten or even twenty years?

Wild Turkey:

Bourbon is having a renaissance as more and more people like you rediscover its delicious character. Wild Turkey will continue to craft new expressions, but we are dedicated to making bourbon "the right way". As a result, we do not react to every trend or fad, and instead make very deliberate decisions on when and what bourbons are worthy of the Wild Turkey name.

Napalm_Nips

- Are you concerned with the modernizing that wild turkey is undergoing? Do you feel that that by automating more and more processes you are losing a little bit of what made wild turkey so unique?

Wild Turkey:

Not at all. Automating some of the processes has allowed us to make a more consistent bourbon that further elevates overall quality. We still use the same mashbill, distilling techniques, ageing and warehousing that we have used for more than a century.

Hebephrenic

- As I have never met a Wild Turkey fan that doesn't want some 12 year, why for the love of god can we not have it anymore in the US!?

Wild Turkey:

Limited supply!

cucumber_breath

- Can you please explain why the MSRP for Wild Turkey Forgiven is \$50? From the press release, it looks like it is a blend of a 6 year old bourbon and a 4 year old rye, which seems a little high.

Wild Turkey:

While age is an important factor in whiskey, it is by no means the only factor. Ultimately price is determined by quality and availability. Demand thus far has supported the pricing. Forgiven has received considerable acclaim from critics and the trade since its release.

Rusty Pipes:

First off, thanks for doing this, I personally consider Wild Turkey very overlooked in terms of quality to price ratio, and I always have a bottle of Rye 101 at the house (although I am down to my last bottle...)

- Does Wild Turkey use a continuous column followed by a doubler? If so, where are the heads and tails cuts made?

Wild Turkey:

Yes, the process is a continuous column followed by a doubler. The answer to the head and tail cuts is proprietary.

- Why do bottles of Wild Turkey (at least the ones I have currently) only say "Bottled By" and not "Distilled by" as well?

That answer is proprietary.

- Do you ever have problems with the consistency of grain coming in? Every ear of corn I've had does taste a little different.

As far as corn is concerned, it is a very consistent supply. We run all our ingredients through a battery of quality tests to ensure the highest quality and most consistent grain possible.

- How does production change over occur when going from bourbon to Rye? Once a season? A few times? Do you use the sour mash from bourbon if you are making Rye next? And vice versa?

We produce rye as demand and forecasting indicates. Usually it's 2 or 3 times a season. We do not use sour mash from bourbon if we are making rye. By law, rye is supposed to be at least 51% rye and bourbon is supposed to be at least 51% corn, so we cannot use the same mash.

rjparjay:

as the picture shows below, my cork ripped in half and fell into the bottle. are there any policies about this? I.E. return policy, replacement? have you thought about using plastic cork or a screw top bottle?



Wild Turkey:

Use the website <http://wildturkeybourbon.com> to contact our customer service department. We have no plans on using synthetic corks or screw top bottles.

Texacer:

Is there anything else you'd like to tell us about your product that hasn't been asked? What websites does WT use and what is offered on them (briefly)?

Wild Turkey:

The website is <http://wildturkeybourbon.com> and all of our products are listed there. Thank you all for so many questions. You are a very passionate and intelligent bourbon community and I hope you continue to enjoy our products.

the end