



# CREATIVE ENTERTAINMENT SERVICES, INC.

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## Product Placement Overview

### *Woodford Reserve Kentucky Straight Bourbon Whiskey*

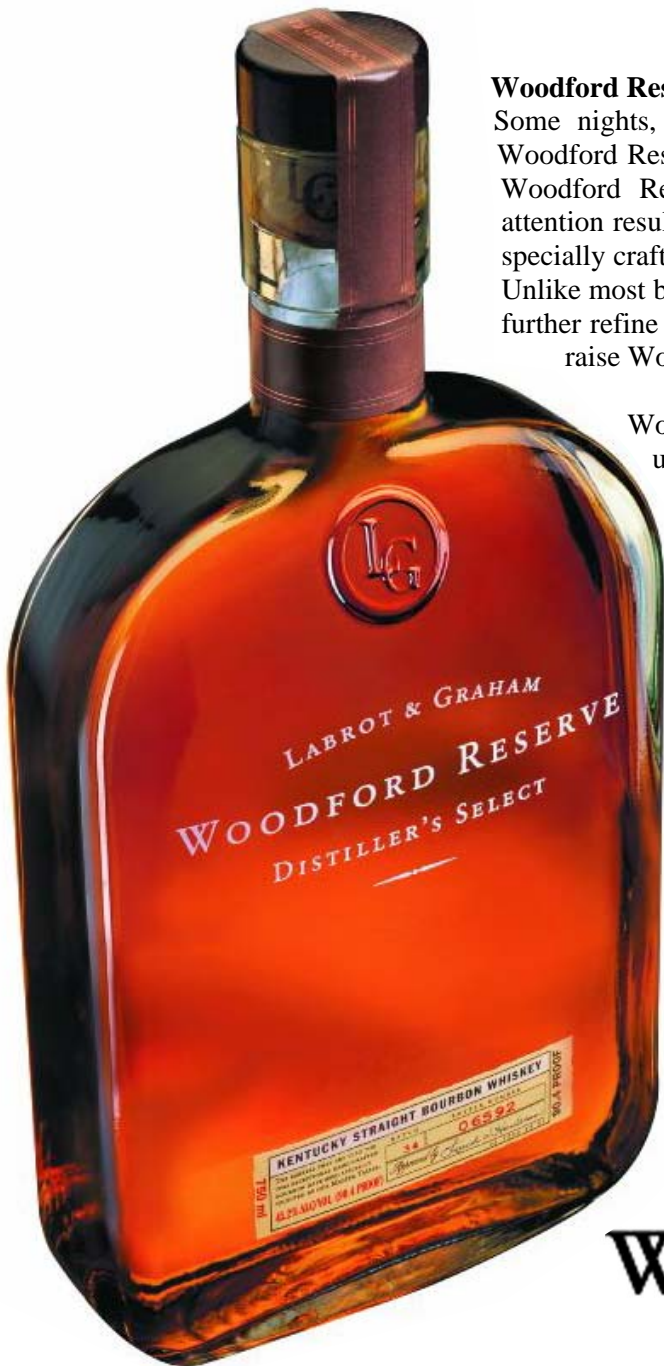
#### **Woodford Reserve Kentucky Straight Bourbon Whiskey -**

Some nights, you want to treat yourself. Those nights are made for Woodford Reserve. Produced in the oldest working distillery in America, Woodford Reserve is handcrafted to guarantee quality. This special attention results in the one of the finest bourbons available. Each bottle is specially crafted and is only ready when the Master Distiller has approved. Unlike most bourbon, each batch of Woodford Reserve is triple distilled to further refine the flavor. The use of copper pot and limestone warehouses raise Woodford Reserve above expectations for bourbon.

Woodford Reserve's unparalleled quality has not gone unnoticed. Recently named the "Official Bourbon of the Kentucky Derby," Woodford Reserve is currently one of the fastest growing brands in the premium whiskey market and the critics appreciate it, too. Woodford Reserve has been the winner of numerous awards including the Double Gold Award at the World Spirits Championships four times.

Woodford Reserve is made for those who understand the value of extraordinary craftsmanship and taste. They tend to be well educated, well heeled and well liked. Woodford Reserve can truly be appreciated by those who are looking to balance high style with genuine quality. Woodford Reserve offers classic elegance and unsurpassed flavor.

For more information visit: [www.woodfordreserve.com](http://www.woodfordreserve.com)



#### **Materials Available for Placement: Bottles, Signage, Artwork and Bar Essentials**

Promotional Tie-Ins are Possible – Please Contact CES for Further Information

Drink Responsibly. To learn more about responsible consumption visit: [www.centurycouncil.org](http://www.centurycouncil.org)

