# Bulleit Frontier Whiskey launches first Bottled-in-Bond bourbon



Bulleit Frontier Whiskey has marked a significant milestone with the launch of its inaugural Bottled-in-Bond bourbon. Distilled and aged entirely at the Bulleit Distilling Co. in Shelbyville, Kentucky, this new expression is set to enhance Bulleit’s portfolio and highlight the brand's dedication to quality craftsmanship. The bourbon, which was distilled in the spring of 2017 coinciding with the opening of the distillery, has been aged for a full seven years.

The Bottled-in-Bond designation, established by the Bottled-in-Bond Act of 1897, guarantees that this bourbon adheres to stringent regulations. The act requires that the bourbon be produced from a single distiller at a single distillery during a single season and aged for a minimum of four years in federally bonded warehouses. Bulleit Bottled-in-Bond is bottled at a robust 100 proof, showcasing the brand’s signature high-rye mash bill, which contributes to its bold and distinctive flavour profile.

Delicia James, lead whiskey blender at Diageo, expressed the brand's pride in this new release. In a statement, she remarked, “Introducing our first Bottled-in-Bond bourbon, made entirely at the Bulleit Distilling Co. is a proud achievement for our team. With our signature high-rye mash bill and seven years of aging under Bottled-in-Bond standards, this bourbon delivers a richness and complexity we’re excited to share.”

Echoing this sentiment, Jesse Damashek, senior vice president of North American whiskeys at Diageo, highlighted the significance of the release, stating, “The past year has been a defining one for Bulleit, and the release of our first Bottled-in-Bond bourbon adds a meaningful new chapter to our story. Bulleit Bottled-in-Bond is more than a celebration of craftsmanship, it’s a testament to our commitment to innovation and to showcasing the exceptional quality of whiskey crafted at our distillery in Shelbyville.”

Described as ideal for neat consumption, on the rocks, or as a base for cocktails, Bulleit Bottled-in-Bond offers a rich and layered tasting experience. Consumers can expect a nose of spice and toasted oak, complemented by a palate showcasing maple sweetness and nutmeg warmth, ultimately leading to a smooth and lingering butterscotch finish.

The bourbon is presented in a 750-ml bottle and is available for purchase nationwide at a suggested retail price of $54.99. Notably, Bulleit plans for this expression to remain a limited-time release, with the frequency of new bottlings determined by The Bulleit blending team to maintain high quality and character.

The introduction of Bulleit Bottled-in-Bond appears to position the brand favourably within the competitive bourbon market, appealing to consumers who value both authenticity and quality in their whiskey choices.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://bourbonblog.com/2025/02/18/bulleit-bottled-in-bond-bourbon-release/> - This article supports the claim that Bulleit Bottled-in-Bond Bourbon is distilled and aged entirely at the Bulleit Distilling Co. in Shelbyville, Kentucky, and marks a significant milestone for the brand.
* <https://www.breakingbourbon.com/review/bulleit-bottled-in-bond-bourbon> - This review corroborates the details about the bourbon's release, including its 100 proof and seven-year aging process, highlighting its rich flavor profile.
* <https://www.ttb.gov/spirits/bottled-bond> - This webpage explains the Bottled-in-Bond Act of 1897 and its requirements, which Bulleit Bottled-in-Bond adheres to, ensuring quality and consistency.
* <https://www.diageo.com/en/our-brands/our-brands/bulleit> - This webpage provides information about Bulleit's brand portfolio and commitment to quality craftsmanship, aligning with the release of their Bottled-in-Bond bourbon.
* <https://www.kentucky.com/news/business/article274111676.html> - This article discusses the significance of bourbon production in Kentucky, which supports the context of Bulleit's operations in Shelbyville.
* <https://www.federalregister.gov/documents/2024/07496/guidance-for-federal-financial-assistance> - Although not directly related to bourbon, this document from the Federal Register provides general information about federal regulations, which can be relevant to understanding the legal framework around spirits production.
* <https://www.bevindustry.com/articles/97352-bulleit-bottled-in-bond-bourbon> - Please view link - unable to able to access data