# Sazerac launches single-barrel bourbon selection in the UK



Sazerac Company, the owner of Buffalo Trace, has recently expanded its Sazerac Barrel Select (SBS) programme to the UK, allowing consumers for the first time to engage in single-barrel whiskey selection and tasting experiences. This initiative, known for its popularity in the United States, offers an exclusive opportunity for whiskey enthusiasts to hand-select their own barrel of Bourbon, enhancing their involvement in the whiskey-making process.

The SBS programme is characterised by its premium, membership-based structure, granting individuals and small groups the ability to choose and purchase unique single barrels of whiskey sourced directly from Sazerac’s renowned distilleries. Each barrel within the programme delivers distinctive flavour profiles, making single-barrel selections particularly prized by the whiskey community. Diego Bianchi, general manager of SBS at Sazerac, stated, “We are thrilled to introduce the Sazerac Barrel Select program to the UK... The UK has an incredibly discerning appreciation for quality whiskey, and we hope that they will be just as excited as we are to share in this experience.”

To kick off the programme's UK launch, Sazerac has allocated a limited number of Buffalo Trace Kentucky Straight Bourbon barrels for UK residents who register for SBS membership. The barrels will be available from 12pm GMT on March 19 until 12pm GMT on June 11, 2024, on a first-come, first-served basis. Prospective buyers must establish a free SBS membership and express their readiness to make a purchase before being selected to acquire a private barrel.

Members have two distinct avenues for selecting their barrel. The first option involves a visit to the Buffalo Trace Distillery in Kentucky, which includes a behind-the-scenes tour for the barrel purchaser and up to seven guests, a personal barrel selection session, a private lunch, and a limited run of approximately 250 bottled products based on the barrel's yield. It should be noted that costs associated with travel and accommodation to the distillery are excluded from the package.

Alternatively, UK consumers may choose to sample and select their barrels at the Buffalo Trace Distillery London tasting room located in Covent Garden. This experience also includes a guided tasting by an expert, enabling customers to make informed choices regarding their potential barrel purchase.

The financial commitment for a selected barrel varies, resting between £10,000 and £12,000 (approximately USD 13,000 to 15,500), dependent on the price per bottle and the barrel’s yield. The average cost per bottle of Buffalo Trace Bourbon is £34 (around USD 44), and members can expect an average yield of 250 bottles. Additional costs such as excise tax and delivery fees will apply based on the member’s location.

The Spirits Business reported on a demonstration of the tasting experience prior to the program's launch, led by Liam Sparks, prestige manager for Sazerac UK. He illustrated the nuances between different barrels, citing key flavour characteristics influenced by their respective warehouse environments. Sparks emphasised the importance of oak, fruit, and spice in the tasting notes derived from single barrels, noting, “Depending on the characteristics that come out of single barrel, you’ll tend to always look for three things: oak, fruit or spice.”

Furthermore, the experience at the tasting room allows consumers to engage directly with the process of barrel selection at the heart of London, with a guided tasting priced at £60 (USD 78) per person, featuring three single-barrel Bourbons and the opportunity to choose a favourite for bottling.

Sazerac's expansion of the SBS programme in the UK reflects a significant shift towards greater consumer involvement in premium whiskey offerings, aiming to capture the attention of a market known for its sophisticated palate and deep appreciation for high-quality spirits. For more information about membership and barrel purchasing opportunities, prospective participants can visit Sazerac's dedicated site.

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

## References

* <https://harpers.co.uk/news/fullstory.php/aid/33930/Sazerac_Barrel_Select:_unique_initiative_set_for_UK_launch.html> - This article supports the claim that Sazerac is launching its Barrel Select program in the UK, allowing customers to hand-pick and purchase barrels of spirits like Buffalo Trace bourbon. It also highlights the unique tasting experiences and the influence of warehouse conditions on bourbon flavor profiles.
* <https://www.sazerac.com/our-company/news-and-media/sazerac-company-launches-sazerac-barrel-select-an-enhanced-single-barrel-program-with-more-to-offer.html> - This webpage explains the enhancements and structure of the Sazerac Barrel Select program, including increased supply and brand selection, which aligns with the article's description of the program's premium offerings.
* <https://secretbottleshop.co.uk/products/buffalo-trace-single-barrel-select-349-bourbon-70cl> - This product listing illustrates the uniqueness of single-barrel selections from Buffalo Trace, highlighting the distinct flavor profiles and limited availability, which supports the article's emphasis on the exclusivity of these selections.
* <https://www.sazerac.com/> - Sazerac's official website provides background information on the company and its operations, supporting the article's mention of Sazerac as the owner of Buffalo Trace and its role in the whiskey industry.
* <https://www.buffalotracedistillery.com/> - Buffalo Trace Distillery's website offers insights into its history and operations, supporting the article's references to the distillery's significance in the whiskey-making process and its involvement in the Sazerac Barrel Select program.
* <https://www.sazeracbarrelselect.com> - This dedicated site for the Sazerac Barrel Select program provides details on membership and barrel purchasing opportunities, aligning with the article's information on how to engage with the program.
* <https://www.thespiritsbusiness.com/2025/03/sazerac-brings-barrel-select-programme-to-uk/> - Please view link - unable to able to access data