# Wild Turkey to launch 8-Year-Old Bourbon in the US



Wild Turkey Distilling Company has announced the addition of Wild Turkey 101 8-Year-Old Bourbon as a permanent offering in the United States, with the product expected to hit retail shelves in April 2025. This announcement marks a significant moment in the bourbon market, as the 8-Year-Old variant has previously only been available in select export markets, where it has developed a dedicated following among collectors and consumers.

The introduction of Wild Turkey 101 8-Year-Old Bourbon pays homage to the distillery's heritage, recalling the original iteration of Wild Turkey 101, which was bottled after eight years of maturation. Wild Turkey's Master Distiller, Jimmy Russell, has personally endorsed this release, recounting his long-standing affection for the bourbon. “Wild Turkey 101 8-Year-Old Bourbon has always been a favorite – not just for my granddad Jimmy, but for bourbon lovers around the globe. After one sip, you’ll see why,” said Bruce Russell, Wild Turkey’s Associate Master Blender, indicating the bourbon's potential to resonate with both existing fans and new enthusiasts.

The growing demand for age-stated whiskies has been observed across the U.S. market, suggesting a strategic opportunity for brands to expand their offerings in this segment. The 8-Year-Old Bourbon is not merely an extension of the existing Wild Turkey 101 line but is a refined product crafted from a selected batch of barrels that aim to enhance the bourbon's complex flavour profile. The company has made strides to ensure that the 8-Year-Old Bourbon stands out, incorporating tasting notes of toffee, clove, and vanilla, as well as a long finish characterised by brown sugar and dried fruit.

In recent years, the US market has shown increased appreciation for aged spirits, as evidenced by Wild Turkey's limited-edition commemorative bottle released last year to celebrate Jimmy Russell’s 70th anniversary. This one-off release featured a blend of aged whiskeys, highlighting the brand's commitment to quality and craftsmanship.

With a suggested retail price of $45 for a 750ml bottle, the Wild Turkey 101 8-Year-Old Bourbon is poised to cater to a broad audience seeking quality and character in their spirits, while also appealing to bartenders looking to elevate classic cocktails such as the “Bold Fashioned.”

In conclusion, the permanent reintroduction of Wild Turkey 101 8-Year-Old Bourbon into the U.S. market not only expands Wild Turkey's portfolio but also aligns strategically with current consumer trends favouring quality, age-stated products. As bourbon enthusiasts continue to seek unique and flavourful expressions, Wild Turkey 101 8-Year-Old presents a compelling choice for both retail and on-premise channels. The anticipated launch next month signals a noteworthy opportunity for alcohol brands to monitor and adapt to this evolving landscape within the spirits industry.

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

## References

* <https://bottleraiders.com/whiskey/bourbon/wild-turkey-101-8-year-old-us-release/> - This URL supports the claim that Wild Turkey 101 8-Year-Old Bourbon is being added as a permanent offering in the US, having previously been an export-only product. It also mentions that the product will be priced at $45 for a 750-milliliter bottle.
* <https://www.breakingbourbon.com/bourbon-whiskey-press-releases/cult-favorite-wild-turkey-101-8-year-old-bourbon-joins-the-distillerys-iconic-101-range-in-the-united-states> - This URL confirms the release of Wild Turkey 101 8-Year-Old Bourbon in the US, highlighting its popularity and the distillery's heritage. It also notes the bourbon's complex flavor profile and its expected availability in April 2025.
* <https://www.noahwire.com> - This URL serves as a source for the overall announcement of the product's launch but lacks specific corroboration details due to lack of text.
* <https://www.camparigroup.com/en> - This URL, though related to the parent company of Wild Turkey, provides background information on the company's history and operations but does not directly corroborate specific claims about the Wild Turkey 101 8-Year-Old Bourbon.
* <https://bottleraiders.com> - This URL serves as part of the source that discusses bourbon releases but lacks a direct link to corroborate the Wild Turkey announcement without specifying the article.
* <https://breakingbourbon.com> - Similar to bottleraiders, this URL is more about the general coverage of bourbon releases but does not directly support the specific claims without specifying the article.
* <https://rarebird101.com/2025/04/02/press-release-wild-turkey-101-8-year/> - Please view link - unable to able to access data