

Muse Creative Awards | International Advertising Awards

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2019

Society Awards Anniversary Bourbon

Marketing & Promotional

Marketing Item / Other ____



To celebrate our ten year anniversary we wanted to create a limited edition commemorative gift. Society Awards CEO David Moritz, as a passionate collector of fine whiskeys, began exploring ways to acquire a special bourbon whiskey to be branded under the Society Awards name. Purchasing a barrel of whiskey is an incredibly difficult process, one that is not available to the general public. Working with our spirits industry connections and journalist John McCarthy we found an opportunity through Buffalo Trace Distillery to bottle and co-brand a barrel of our choosing from their Eagle Rare line. Along with Master Distiller Harlen Wheatley, we selected a very special ten year aged barrel that we would bottle as our 10 Year Anniversary Bourbon. We created custom packaging, an extensive marketing campaign, and got coverage of the process in an article on Forbes.com. Our Anniversary Bourbon was gifted to a few strategic contacts and is a staple of our office whiskey library for visitors. The barrel is continuing its journey and is now in Mexico repurposed as a tequila barrel, which will become the second release in our series. The bottles of this unique spirit provided an impressive promotional gift unlike anything else. Not only the presentation and story, but as well the rich flavor profile of the bourbon is inherently impressive.



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THE TRIP

CEO David Moritz recently travelled down to the Buffalo Trace Distillery in Franklin County, Kentucky to test some of their finest Bourbons.

Read about the trip in John McCarthy's new article on Forbes.

Special thanks to Spirits Expert John McCarthy and Master Distiller Harlen Wheatley, who acted as indispensable guides.

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