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THE BALLANTYNE INTRODUCES PERSONAL SELECTION BOURBON

Hotel Features Hand-selected Bourbon as well as Woodford Reserve Cocktails and Sweet and Savory Pairings

CHARLOTTE, N.C. (December 4, 2014) –The [Ballantyne Hotel & Lodge](#), a Luxury Collection Hotel in Charlotte, N.C., has partnered with [Woodford Reserve](#) to make its own bourbon. The Ballantyne’s Woodford Reserve Personal Selection is a blend of two Woodford Reserve barrels and is available for \$14. To complement the unveiling of its signature bourbon, the hotel has created a special pairings menu and a collection of Woodford Reserve cocktails.

The Ballantyne’s hotel management team selected two barrels out of eight to create the Personal Selection blend with assistance from Woodford Reserve’s Master Distiller Chris Morris. While the barrels are identical, the soul of each is very unique due to a variety of factors. The Ballantyne team considered an array of elements, including variations occurring in the wood used for staves, aging time, location and mash differences, as well as any other natural occurrences. With a rich, rounded taste with aromas and flavors of citrus, cinnamon, toffee, caramel, chocolate and baking spices, the Personal Selection offers a silky smooth finish with hints of spice.

“We are always exploring ways to enrich the guest experience, and featuring our own bourbon with Woodford Reserve is a one-of-a-kind offering,” said Peter Grills, general manager at The Ballantyne. “We hope guests will enjoy our take on what embodies a universally appealing whiskey.”

In addition to savoring on its own, the Personal Selection can be enjoyed in a variety of ways at the hotel’s [Gallery Restaurant](#). The Woodford Reserve Collection flight includes tastings of the Personal Selection, Distillers Select and Double Oaked whiskeys. Gallery also features a series of handcrafted Woodford Reserve cocktails, such as the Apple Crisp with Apple Jack, local honey, fresh lemon juice and soda, as well as the Red Eyed Revolver with coffee liquor and orange bitters.

For those craving sweet or savory fare, Gallery offers a pairings menu, with each dish served with a half-ounce portion of the recommended Woodford Reserve. Highlights include the pork belly featuring Woodford Reserve Royal, North Carolina pork belly, “apple pie” French toast and crystalized pumpkin, as well as smoked almond cake with financier cake and smoked almonds, Woodford Reserve Double Oak-soaked cherries, caramel sauce and vanilla bean ice cream.

With the arrival of the Personal Selection and array of Woodford Reserve offerings, The Ballantyne plans to continue to grow its whiskey collection.

About The Ballantyne Hotel & Lodge

The Ballantyne Hotel & Lodge, part of Starwood's The Luxury Collection, is a Forbes Four-Star and AAA Four-Diamond award-winning hotel located in Charlotte, NC. Featuring 208 elegant guest rooms and suites, The Ballantyne Hotel & Lodge also offers a four-bedroom Cottage and a Lodge group retreat with 35 spacious guest rooms. Guests can enjoy meeting and event facilities, spa, fitness, indoor and outdoor pools, golf, Dana Rader Golf School, tennis and dining at Gallery Restaurant. The Ballantyne Hotel & Lodge is owned by [Bissell](#). For information and reservations, please contact The Ballantyne Hotel & Lodge at 866-248-4824 or visit www.theballantynehotel.com. Like The Ballantyne Hotel & Lodge at www.facebook.com/ballantynehotel or follow The Ballantyne Hotel & Lodge at www.twitter.com/ballantynehotel.

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