



RARE BIRD 101

An open letter to Jimmy Russell

September 10, 2019

Dear Mr. Russell,

It is with pure gratitude and appreciation that I congratulate you on sixty-five years of service to the Wild Turkey Distillery and the bourbon industry. You are a champion of our nation's premier spirit, the keeper of the flame and living legacy of America's long and colorful distilling past. Your skill and dedication compose the roadmap to bourbon success (should individuals have your motivation and uncompromising attitude to follow it). Without you and your close-knit brotherhood of years past, bourbon may have been lost on the bottom shelf forever. Thankfully, your efforts ensured that never happened.

Hardly a day goes by that I fail to reflect on your invaluable contributions. While many seek the rarest, most luxurious bourbons on the market - paying astounding premiums unheard of decades ago - you've maintained products of consistent high quality and wide economic availability unparalleled in today's marketplace.

When I see the name "Jimmy Russell" on a label, I know exactly what I'm getting. I'm buying an honest-man's whiskey - a well-crafted spirit with a genuine Kentucky heritage. It's bold truth in an unpretentious, affordable bottle and I thank you for that.

So cheers to you on your sixty-fifth year, Mr. Russell! May your days be long and your glass always full of Wild Turkey.

Sincerely,

David Jennings