



IN FOCUS: PRIVATE BARREL SELECTS

American Whiskey | An Enduring Fascination

In Focus: Private Barrel Selects

American Whiskey | An Enduring Fascination

13 - 23 May 2022

Curated from two private collections, *American Whiskey | An Enduring Fascination* presents over 800 rare and collectible American whiskeys. Featuring over 70 exclusively selected barrel picks, the auction celebrates the emergence of private barrel selections.

It is headlined by historic barrel picks from the mid-20th century that set the stage for the modern demand in private barrel programs. These represent a rare opportunity for collectors and connoisseurs to acquire legendary bourbons and ryes selected by some of the most acclaimed barrel pickers.

It also shines a light on the modern private barrel selects that first offered an affordable step into this arena for enthusiasts, opening the doors of rare bourbon to everyone.

info@whiskyauktioneer.com
www.whiskyauktioneer.com
+44(0)1738 245 576



Contents

2.
Foreword

Mid-20th
Century Private
Barrel Selects

3.
Private Barrel
Selections

Modern
Private Barrel
Selects

8.
Van Winkle

Full Listing of
Private Barrel
Selects

9.
Willet Family
Estate

How To
Participate

12.
Pappy Van
Winkle

Whisky
Auctioneer



Foreword

Joe Wilson

Head Curator & Spirits Specialist, Whisky Auctioneer

There are few things more exemplary of the incredible journey American whiskey has taken over the last century than the existence of, and widespread participation in, private barrel selections. A hundred years ago an American couldn't legally buy whiskey and fifty years ago most didn't want to. Today the landscape is unrecognisable from those eras, and one that has seen its customer base transformed from completely removed, to fully engaged. No longer satisfied with the role of passive consumer, private selections transform the 21st century bourbon enthusiast into a fully actualised co-producer.

Offered to bars, retailers or private parties, these whiskies generally retain the form of a distiller's most recognisable brands but, crucially, entrust the final interpretation of them to the customer. When brought to market, these become curiosities in collections or exciting, potentially enlightening experiences for the drinker. Either way, they have become essential cogs in driving the great and ongoing discourse that has seen the American whiskey category explode over the last two decades.

Fundamentally, these whiskies are a celebration of the American drinker's right to choose. For all its well-intent, Prohibition robbed them of this and created an industry post-repeal that was dominated by big corporations, stifling competition and the creativity it inspires. The market boom of the new millennium has changed all of this. Having afflicted it with periods of both mandated and voluntary abstention, America is once again all-in on whiskey, and the reward is that whoever and wherever we are, whiskey has welcomed us back with wide open arms.

From their origins in the early private labels of the mid-20th century to the barrel selection programmes of modern-day, this auction charts the rise of what is now a cornerstone of the American whiskey category and, in the spirit of the practice, provides a unique opportunity for you to make your own choices as to where in this fascinating story you would like to explore.



A Background to Private Barrel Selections

Pioneering Choices

This auction celebrates the emergence of private barrel selects and their indelible influence on the growth of the collectible American whiskey category.

A private barrel selection is where private parties (namely retailers, bars, whiskey clubs, or individuals) sample various casks and select their favourite interpretation of that brand. Once selected, this will be produced for them with an exclusive label or small sticker, and they will receive the full allocation of bottles to sell as an exclusive offering.

Over the last five years, they have exploded in popularity and the secondary market value for some single barrel picks is drastically outstripping their equivalent core offerings.

At the turn of the millennium, the American whiskey market was flourishing following a renewed interest in America's whiskey heritage. It was a different industry that had emerged from the lean years, and connoisseurs were searching for premium expressions, such as limited editions and single barrels.

As the popularity of single barrel bourbon began to rise, distilleries such as Four Roses and Maker's Mark formalised their private barrel programs. This offered retailers and bars a route to diversify their offerings and provided enthusiasts the opportunity to seek out unique and exclusive variations of their favourite brands.

Following the growth in the modern market of private barrel selects, there has also been an increased fascination in historic private selections. Today, these are easily regarded as some of the greatest whiskeys ever bottled.

Private selections from the 1970s and 1980s represent the first time that connoisseurs engaged in a more discerning approach to selecting these types of whiskeys. One of the most notable examples of this would be Darrell Corti of the Corti Brothers store in Sacramento. He was not only particular about the whiskey but its presentation and his direct involvement in selecting the casks for his private labels has proven to be a pioneering moment. Today his Van Winkle selections are legendary among collectors.

Although they have taken place for decades, enthusiasts and connoisseurs are increasingly seeking out private barrel selects for their celebrated quality and exclusivity. Inspired by this, Whisky Auctioneer presents its third landmark auction of American whiskeys, American Whiskey | An Enduring Fascination, from 13 – 23 May 2022.





Van Winkle 1975
Special Reserve
19 Year Old
Corti Brothers / Stitzel-Weller

An exceptionally rare release of the Van Winkle Special Reserve, this was selected and bottled for the Corti Brothers of Sacramento, CA, in 1994.

The Corti Brothers are a family grocer business founded in 1947 by Frank and Gino. Frank's son Darrell was the one to introduce a specialist spirits knowledge to the business, and they began getting their own Scotch whisky bottled for them in 1978. They contracted their first exclusive Van Winkle Special Reserve bottling in 1987, and this is one of only a handful which followed as worthy successors.

As Darrell wrote in his 1994 newsletter the "Corti Brothers Van Winkle Special Reserve bourbons show the quality that time alone can produce...from the stocks of one of the most famous names in Kentucky distilling."

Distilled in 1975, this is a Stitzel-Weller bourbon and a true collector's item with liquid from the revered distillery arguably carrying the highest level of interest for collectors in the market. Today, this is considered one of the most legendary private barrel selects.



Pappy Van Winkle 1984
Family Reserve 23 Year
Old
Kentucky Barrel Society - 2007
Barrel C

First bottled in 1998, the 23-year-old is the oldest permanent release in the Pappy Van Winkle range.

Never offered at an online auction before, and therefore incredibly rare, this is an exclusive single barrel bottling for the Kentucky Barrel Society. It was their Barrel C pick from 2007 and one of the first private barrel selections of Pappy Van Winkle 23 Year Old. The liquid within was distilled at the legendary Stitzel-Weller distillery in 1984 and bottled without chill-filtration.



“

A private barrel selection of Pappy Van Winkle is a privilege afforded to very few people.

One of just a handful of these from 2007, the coveted 23-year-old was the last product still produced using the dwindling and finite Stitzel-Weller stock and their very existence is evidence of a huge amount of respect afforded to the barrel-pickers by Julian Van Winkle.

To have the confidence to present one of bourbon's most revered living figures with your own interpretation of his prize asset - and tribute to his legendary grandfather - is incredibly bold, and fittingly this is a bottle that cannot help but repeatedly draw the eye.

JOE WILSON

Head Curator & Spirits Specialist, Whisky Auctioneer





Willett Family Estate
1984 Single Barrel
24 Year Old
Cask #637 / Bonili Import

Willett Family Estate's portfolio of single barrel bourbons has garnered coveted status among whiskey collectors. Their private barrel selections are among the most notable and aficionados will be well versed on the allure of these three names: LeNell's, Doug Phillip's and Bonili. Their private barrel selections are recognised as some of America's rarest and most sought-after whiskeys.

An iconic private selection of the Willett Family Estate, this was distilled in 1984 and bottled at 24 years old from a sourced barrel. The cask was selected by Bonili in Japan who are revered for their cask selections of both rye and bourbon.

Not only have older selections such as this gained a legendary reputation for their flavour, each expression benefits from the cachet of its rarity. Each individual release is limited to just one cask, only a few hundred bottles, which in perspective is approximately 20 times fewer bottles than Pappy Van Winkle.

In addition to this expression, this auction features over 25 private barrel picks of Willett Family Estate and several of their highly regarded wheated mash bills.



Mid-20th Century
Private Barrel Selects



Berghoff Private Label Bourbons

The auction features a number of remarkable Stitzel-Weller expressions that were produced exclusively for Berghoff, a famous German restaurant in Chicago, Illinois.

The diner has a long-association with Stitzel-Weller distillery and during the 1980s were said to be Julian Van Winkle III's biggest customer at the time.



Unusually, the Berghoff bottles were always labelled with the historic Stitzel-Weller name, despite the plant having been renamed Old Fitzgerald by Somerset Imports.

Very Old Fitzgerald

Old Fitzgerald is a historic brand that not only survived the tests of prohibition, but thrived. Originally registered as "Jno. E. Fitzgerald," the Old Fitzgerald brand was devised by S.C. Hebst in 1870. After Prohibition, Hebst sold Old Fitzgerald for just \$10,000 to former customer, Julian 'Pappy' Van Winkle.

The auction features several rare half pint iterations of the 'Very Old Fitzgerald' brand that were privately selected for customers. These Van Winkle era bottlings are incredibly sought-after and the auction includes an expression distilled as far back as 1954 and selected for Cyrus J. Fitton.



Old Weller Original 107 Proof 7 Year Old 1981 Selected for C.L. Wessell

This is a 1981 bottling of the Old Weller Original 107 Proof 7-year-old wheated bourbon. It was specially labelled for the C.L. Wessell Heavy Equipment company to gift to their customers and employees.

This was produced by Somerset Imports at the legendary Stitzel-Weller distillery.



Modern
Private Barrel Selects



Elijah Craig 1990 Single Barrel 18 Year Old #3664

Randall's Wines

Elijah Craig has long been a favourite bourbon of many whiskey enthusiasts and these single barrel expressions are often grappled for by avid collectors on the secondary market.

This is an 18-year-old expression, matured in single new charred oak barrel #3664 and selected by Randall's Wines & Spirits in Illinois.



Distilled in 1990, this contains very sought-after "pre-fire" Heaven Hill distilled at the Bardstown Distillery.

Colonel E.H. Taylor Single Barrel Bourbon 2014 Yankee Spirits

Buffalo Trace continue to pay homage to former distillery owner and one of bourbon's true pioneers, Colonel E.H. Taylor, with the eponymous line of bourbon introduced in 2011.

Their limited offerings have become increasingly sought-after on the secondary market, including this single barrel release from cask #37, selected by Yankee Spirits.

This was one of just five casks selected for the inaugural 2014 E.H. Taylor private barrels.



Jefferson's Presidential Select 18 Year Old Hermitage Hotel & Liquor Barn

The auction features two privately selected 18-year-old expressions from the premium Jefferson's Presidential Select range.

The Jefferson's Presidential Select range was first launched in 2009 as a limited offering from the Jefferson's Reserve brand. Early releases were bottled from casks sourced from the Stitzel-Weller distillery and are held in great reverence by collectors.





Full Listing of Private Barrel Selects

Available In This Auction

Berghoff

10 Year Old Kentucky Straight Bourbon
1993 / Stitzel-Weller

Berghoff

14 Year Old Kentucky Straight Bourbon
1989 / Stitzel-Weller

Berghoff

14 Year Old Kentucky Straight Bourbon
2000 / Stitzel-Weller

Berghoff

8 Year Old Bottled in Bond Bourbon
1980 / Stitzel-Weller

Colonel E.H. Taylor

Single Barrel Bourbon 2014 / Yankee
Spirits

Elijah Craig

1990 Single Barrel 18 Year Old #3664 /
Randall's Wines

Four Roses

10 Year Old Single Barrel #70-5K
'OESV' / Binny's

Four Roses

12 Year Old Single Barrel #31-2T 'OESO'
/ McNadolli's

Four Roses

9 Year Old Single Barrel #36-3M 'OBSV'
/ Warehouse Liquors

Four Roses

9 Year Old Single Barrel #38-3N 'OBSF'
/ Binny's

Four Roses

9 Year Old Single Barrel #51-1Q 'OESK'
/ Binny's

Four Roses

9 Year Old Single Barrel #51-6T 'OBSV'
/ Binny's

Four Roses

Single Barrel #36-2U 'OBSQ' / Binny's

Four Roses

Single Barrel #36-3L 'OBSQ' / Binny's

Jefferson's Presidential Select

18 Year Old Single Barrel Bourbon #B-
67 / Hermitage Hotel

Jefferson's Presidential Select

18 Year Old Single Barrel Bourbon #D-7
/ Liquor Barn

John E. Fitzgerald

20 Year Old Very Special Reserve 37.5cl
/ Stitzel-Weller

John J. Bowman

10 Year Old Single Barrel Virginia
Bourbon #6 / The Bourbon Guys

Lone Tree

1938 Bottled in Bond Rye Mash Whiskey
Quart / S.M. Flickinger & Co

Maker's Mark

Kentucky Straight Bourbon 1983 50cl /
Play it Again Sam's

Masterpiece

1947 Bottled in Bond 8 Year Old 100
Proof / Stitzel-Weller

Old Fitzgerald

7 Year Old Prime Bourbon Half Pint for
Madison Regatta 1972 / Stitzel-Weller

Old Fitzgerald

7 Year Old Prime Bourbon Half Pint for
Madison Regatta 1972 / Stitzel-Weller

Old Rip Van Winkle

1967 Very Special Stock 11 Year Old /
Edward Koster

Old Rip Van Winkle

1992 Very Special Stock 10 Year Old /
Leslie Easterbrook

Old Weller

Antique Original 107 Brand Single Barrel
/ Loch & Key Society

Old Weller

Original 107 Proof 7 Year Old 1981 for
C.L. Wessel / Stitzel-Weller

Old Weller

Original 107 Proof 7 Year Old 1981 for
John Kramer / Stitzel-Weller

Pappy Van Winkle

15 Year Old Family Reserve Single Barrel
#11 / Civic Center Liquor

Pappy Van Winkle

1984 Family Reserve 23 Year Old Single
Barrel / Kentucky Barrel Society - 2007
Barrel C

Smooth Ambler

Old Scout 10 Year Old Single Barrel
Bourbon #2470 / Binny's

Smooth Ambler

Old Scout 10 Year Old Single Barrel
Bourbon 'Bonfire' / 1789b

Smooth Ambler

Old Scout 8 Year Old Single Barrel
Bourbon #1408 / Caskers

Smooth Ambler

Old Scout 8 Year Old Straight Bourbon /
Busters

Smooth Ambler

Old Scout 9 Year Old Single Barrel
Bourbon #2028 / Smooth Dramblers

Van Winkle

1974 Special Reserve 20 Year Old for
Corti Brothers / Stitzel-Weller

Van Winkle

1975 Special Reserve 19 Year Old for
Corti Brothers / Stitzel-Weller

Very Old Fitzgerald

1954 Bottled in Bond 8 Year Old 100
Proof Half Pint for Cyrus J. Fitton /
Stitzel-Weller

Very Old Fitzgerald

1958 Bottled in Bond 8 Year Old 100 Proof Half Pint for Malco Drywall / Stitzel-Weller

Very Old Fitzgerald

1959 Bottled in Bond 8 Year Old 100 Proof Half Pint for Chesterton Packing Co / Stitzel-Weller

Very Old Fitzgerald

1960 Bottled in Bond 8 Year Old 100 Proof Half Pint for 'Bill' / Stitzel-Weller

W.L. Weller

10 Year Old Centennial Single Barrel #1 / Whitehouse Liquor

W.L. Weller

10 Year Old Centennial Single Barrel #1 / Whitehouse Liquor

Weller Antique

107 Single Barrel #222 / Yankee Spirits

Weller Antique

107 Single Barrel / Multnomah Whisk(e)y Library

Weller

Full Proof Single Barrel / Bub City 2019

Weller

Full Proof Single Barrel / Frugal MacDoogal 'Tater Bait'

Weller

Full Proof Single Barrel / The Silver Dollar Summer Bottling

Willett Family Estate

10 Year Old Single Barrel Bourbon #2081 / Bevmo

Willett Family Estate

12 Year Old Single Barrel Bourbon #134 / Liquor Barn

Willett Family Estate

13 Year Old Single Barrel Bourbon #360 / Boardwalk

Willett Family Estate

13 Year Old Single Barrel Bourbon #367 / Astor Wine & Spirits

Willett Family Estate

13 Year Old Single Barrel Bourbon #389 / Buckle

Willett Family Estate

14 Year Old Single Barrel Bourbon #1577 / Bourbon Odyssey 2018

Willett Family Estate

1984 Single Barrel 24 Year Old Bourbon #637 / Bonili

Willett Family Estate

21 Year Old Single Barrel Bourbon #3283 / Liquor Barn 2012 Holiday Release

Willett Family Estate

21 Year Old Single Barrel Bourbon #703 / Beltramo's

Willett Family Estate

21 Year Old Single Barrel Bourbon #C14A / Astor Wines & Spirits

Willett Family Estate

4 Year Old Single Barrel Bourbon #4690 / Pacific Edge

Willett Family Estate

5 Year Old Single Barrel Bourbon #4773 / Gallenstein's Selection #2

Willett Family Estate

6 Year Old Single Barrel Bourbon #2064 / 21c Private Selection

Willett Family Estate

7 Year Old Single Barrel Bourbon #5457 / Light Side of the Moon

Willett Family Estate

7 Year Old Single Barrel Bourbon #726 / Aannnd It's Gone

Willett Family Estate

7 Year Old Single Barrel Bourbon #730 / Liquor Barn

Willett Family Estate

7 Year Old Single Barrel Bourbon #733 / Liquor Barn

Willett Family Estate

8 Year Old Single Barrel Bourbon #224 / Liquor Barn

Willett Family Estate

8 Year Old Single Barrel Bourbon #4215 / Crossroad Vintners

Willett Family Estate

8 Year Old Single Barrel Bourbon #500 / Pacific Edge

Willett Family Estate

8 Year Old Single Barrel Bourbon #501 / Mr. Bourbon

Willett Family Estate

8 Year Old Single Barrel Bourbon #729 / Butterfly Effect

Willett Family Estate

8 Year Old Single Barrel Rye #51 / West Lakeview Liquors

Willett Family Estate

9 Year Old Single Barrel Bourbon #1598 / Crossroad Vintners

Willett Family Estate

9 Year Old Single Barrel Bourbon #453 / Beltramo's

Willett Family Estate

9 Year Old Single Barrel Bourbon #7199 / Binny's







How To Participate

Register

In order to participate in this auction, you must have a registered account with Whisky Auctioneer. The website will lead you through the Auction Registration process, but if you have any questions during the process please do not hesitate to contact us.

Browse



From 13 - 23 May, visit WhiskyAuctioneer.com to browse the auction, including full lot descriptions, images and condition reports.

Verification For High Bids



Verify your account for the confidence that you can place high value bids from the moment this auction opens. Our verification process requires two forms of identification and takes 24 hours to complete, so please ensure you submit your verification form as early in the auction as possible.

Bid



To bid on a lot, enter the maximum bid you would be happy to pay for the item. We use an incremental bidding system which you can find out more about online or by contacting us.

Pay



Upon winning a lot payment is required immediately and before dispatch, collection or storage of your order. Our website features a secure check-out process.

If you have any questions regarding payment, please get in touch with us directly and we would be happy to discuss.

American Whiskey | An Enduring Fascination will take place from 13 - 23 May 2022.

Information related to auction close, payment methods, storage fees and global shipping can be found online at Whisky Auctioneer.

- £5.00 Account Registration Fee
- 10% Buyers Commission of the Final Selling/Hammer Price

*Prices are exclusive of VAT where applicable

Whisky Auctioneer

Whisky Auctioneer is the global market leader and trusted authority on the buying and selling of whisky and spirits at auction.

We utilise our expertise and knowledge combined with our auction platform to increase interest and passion in whisky and spirits, making the market more accessible for buyers and sellers of any background and geography. We support customers in their aims, whether that be consuming, collecting or investing.

World Record Breaking Prices

Our passion for whisky has gained us respect and authority from our customers, leading to world record hammer prices each month.

Global Customers

With a customer base of more than 45,000 registered users from 125 countries, sellers lots are shown to a truly global audience.

Comprehensive Website

Our easy-to-use and responsive site sees over 100,000 bids each month and 3.2m web sessions annually.

Digital Presence

We curate our auctions carefully, using effective bespoke content, to showcase whisky in the best possible way to our community of over 100,000 whisky lovers, across our social channels and newsletters.

Contact us to find out how our expert services will work for you.

Thinking About Selling With Us?

We endeavour to make selling your whisky as easy and straight-forward as possible, with complimentary bottle collections across the UK and free expert valuations on your entire collection or individual bottles.

If you have any questions regarding selling at auction, please don't hesitate to get in touch with our customer service team.

Seller's Fees & Information

- £5.00 Account registration fee
- 5% Selling commission of the final selling/hammer price
- £5.00 Listing fee per bottle
- £7.50 (Optional) Reserve fee per lot

Prices are exclusive of VAT where applicable. Information related to payment, minimum/maximum reserves, starting bids and our full selling at auction guide can be found online at www.whiskyauctioneer.com.





WHISKY AUCTIONEER

Version 1.0 Copyright © 2022 Whisky Auctioneer Ltd. All rights reserved.

Updated: May 2022