

THE WESTIN

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Once-In-A-Lifetime Pappy Van Winkle Bourbon Hits Foundry Bar in Times Square; \$315 Per Shot

The Westin New York at Times Square's Bar Scores One of Only 710 Bottles Produced

New York, NY – June 22, 2017 – Bourbon lovers who had high hopes yet fleeting expectations of sipping a whiskey that had less than 750 bottles produced can start thinking of their toast. The 25-year-old **Pappy Van Winkle** bourbon, which many say “has been released in quantities so limited that most of us have no hope of seeing,” is being served at **The Westin New York at Times Square's Foundry Bar** starting today, June 22.

Foundry Bar is serving bottle #299 of the 710 bottles of Pappy Van Winkle bourbon that was produced. Only 11 barrels were gracefully aged for a quarter century to create this once-in-a-lifetime spirit. This rare vintage is just a small fraction of what typical Pappy Van Winkle stocks look like. The decision to create such a limited supply was purposeful; Julian Van Winkle, patriarch of the family, called this a “once in a lifetime offering.”

As one could imagine, such a unique, one-time experience comes with a price tag to match. A half-ounce pour is \$175, while a full ounce goes for \$315. Those who are looking for a heavy-handed pour will spend \$415 for a 1.5 ounce shot. You might want to double check what your friends are ordering before saying, “I’ll have what he’s having.”

Pappy Van Winkle bourbon will be available at **Foundry Bar** while supplies last; 270 W. 43rd St., second level at The Westin New York at Times Square. <http://www.westinny.com/dining/foundry.html>

More on the history of the whiskey:

The whiskey inside these bottles has had an interesting life. According to Buffalo Trace, the barrels, “were distilled in the spring and fall of 1989 and stored on the lower levels of a metal clad warehouse built in 1935 at the Van Winkle family distillery in Shively, Kentucky. In 2002 the barrels were moved to Buffalo Trace Distillery, where they continued to age for another 12 years on the lower floors in Buffalo Trace's brick warehouses.”

That means, for the dedicated Pappy fans out there, that these barrels are original stock from the “old” distillery — a big boon for collectors. “We are excited to be able to offer something so unique and rare for our most devoted fans,” said Julian Van Winkle, president of the Old Rip Van Winkle Distillery, in a press release.

The packaging is handmade glass from the Glencairn Crystal Studio. Each and every one is numbered, with a silver stopper. The wooden boxes are crafted with the staves from those magic 11 barrels, and they're each signed by Van Winkle. Of course, no one is buying this stuff for the fancy packaging — in fact, most of them will be buying it to swing a profit. While many of the bottles are going to retailers, which retailers is a mystery at the moment. It's unclear who will have a bottle to sell at this point — and let's be clear, with an entire country to take care of, 710 bottles does not go very far. That works out to fewer than 15 per state.

More on Foundry Bar:

Foundry Kitchen & Bar, located on the second floor of The Westin New York at Times Square, is a new energy center for the hotel and a favorite gathering spot for guests. Designed to be a respite from Times Square, while having a bird's eye view of the magic that makes this one of the most visited areas of New York City, this modern bar and lounge has fast become a spot where guests and locals alike gather. The [menu](#) features house-made shareable plates, from freshly made ricotta with cracked black pepper, sea salt and toasted almonds, to the steel pressed chicken quesadilla and nearly a dozen other choices. There are New York flash-fired pizzas, sandwiches, salads and signature SuperFoods, in addition to Foundry favorites that are a must-try.

As delicious as the food is to taste, the design is something to see. True to the name, old metal pulleys, wheels, and hinges sourced from upstate NY are used as artwork on the walls. The objects have oxidized with use over time, resulting in a beautiful weathered patina that adds a rich textural backdrop to the space. An oversized globe chandelier, stretching nine feet long, is a new beacon for the bar and hotel, captivating and drawing people in from the street. Warm walnut paneling, glossy grey tile, and cracked copper bar die all fuse together to create an industrial feel with polished edges. A glowing bottle walls flank both sides of the bar creating a warm, intimately lit atmosphere, where the cocktail magic happens. The drinks, served with New York distilled rye, gin and other spirits, are hand crafted and served in a cold glass with a warm spirit.

**PAPPYS OLD RIP VAN WINKLE
25 YEAR**

"ONCE IN A LIFE TIME OFFERING" - JULIAN VAN WINKLE



For more information on The Westin New York at Times Square, please visit www.westinny.com.

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About The Westin New York at Times Square

A distinguished AAA Four Diamond ranked hotel, The Westin New York at Times Square stands at the crossroads of the world and is located at 270 W. 43rd Street amid the brilliance of Broadway. The hotel is within walking distance to over 40 theatres and many famous New York City attractions. All 873 [Westin New York at Times Square hotel rooms](#) and suites feature the luxurious Westin Heavenly Bed® and Heavenly Bathsm, and offer incredible views of the city skyline and the Hudson River. The hotel features Foundry Kitchen & Bar, and is interconnected to a 200,000 square-foot entertainment and retail complex featuring movie theaters, restaurants, and shopping. The Westin New York at Times Square was named one of America's Top 10 Healthiest Hotels by Health magazine and is a certified GOLD member of the Green Hotels Association.