

Brown Hotel creates premium Agave Julep for Cinco de Mayo and the Kentucky Derby

\$1,500 cocktail to feature two of world's finest liquors, Patrón en Lalique: Series 2 and Old Rip Van Winkle 25-year-old bourbon

LOUISVILLE, Ky. (April 18, 2018) --- The Brown Hotel, historically known for its Derby parties, will be celebrating more than the 144th Run for the Roses on May 5. In partnership with Patrón Tequila, the hotel's Lobby Bar will offer a lavish Agave Julep cocktail from Thursday, May 3 through Sunday, May 6 in honor of Cinco de Mayo and the Kentucky Derby occurring on the same day. Priced at \$1,500, the cocktail will highlight two world-renowned ultra-premium spirits, Patrón en Lalique: Series 2 and Old Rip Van Winkle 25-year-old bourbon, served in a custom gold-plated and engraved julep cup. A portion of proceeds will benefit the Kentucky Humane Society's Equine C.A.R.E. program, which helps move horses into safe homes, matches available horses with adopters, implements wellness clinics, and offers educational tools and resources to the equine community. A very limited amount of cocktails will be available for purchase. For more information, visit brownhotel.com or call (502) 583-1234.

The Brown Hotel's director of food and beverage, Agustin Sosa, spent weeks perfecting the Agave Julep recipe that balances the flavors of both spirits with mint. Sosa is originally from Mexico and wanted to craft a cocktail that blends the heritage of his past with that of his present in the heart of Derby City. In addition to the Patrón en Lalique: Series 2 tequila and legendary Old Rip Van Winkle 25-year-old bourbon, the recipe includes aromatic Kentucky Colonel Mint, chocolate mint, a dash of chocolate bitters and key lime-infused caramelized demerara sugar.

Patrón en Lalique: Series 2 is aged for eight years in a combination of American oak, French oak and sherry barrels. The rare tequila is marked by its bright crystalline color, with a sweet aroma and taste of fruit (apple, banana and pear), vanilla, light agave, raisin and pecans. The finish is long and pleasing, with notes of oak, agave, caramel and fruit. Only 299 bottles of Patrón en Lalique: Serie 2 have been created, each skillfully handmade and individually numbered at Lalique's glass factory in Alsace, France. The tequila honors Patrón's traditional techniques and Lalique's commitment to awe-inspiring craftsmanship. Its retail price is \$7,500 per bottle.

Old Rip Van Winkle 25-year-old bourbon is also a highly-sought-after rare spirit. With just 710 bottles produced, it is the oldest and most expensive Van Winkle bourbon ever bottled.

About The Brown Hotel:

A Louisville tradition since 1923, the Brown Hotel is home to the four-star English Grill fine dining restaurant, quintessential Lobby Bar and casual breakfast and lunch venue J. Graham's Café, where guests can try the legendary Hot Brown sandwich. Located at the corner of Fourth and Broadway, the AAA Four-Diamond hotel is a member of Preferred Hotels and Resorts and Historic Hotels of America. It's been named to Travel +

Leisure's World's Best list, Conde Nast Traveler's "#10 Hotel in the South," and Southern Living's "Best Hotel in Kentucky." For more information, visit brownhotel.com or call (502) 583-1234. Follow the Brown Hotel on [Facebook](#) and [Twitter](#).

About Patrón Tequila:

From hand-harvesting the highest-quality 100 percent Weber Blue Agave, to the traditional, time-honored distillation process and individual labeling, numbering, and inspection of each bottle, Patrón Tequila is crafted with meticulous precision and care. Though Patrón has grown to become one of the most-recognized and respected luxury spirits brands in the world, it is still exclusively produced in the Highlands of Jalisco, Mexico, in the same small batches and with the same commitment to quality and craftsmanship. For more information about Patrón tequilas and liqueurs, please visit www.patrontequila.com. The perfect way to enjoy Patrón is responsibly.

###