



Bulleit Unveils Limited-Edition Art in a Bottle Collection at Miami Art Week As Part of Its Frontier Works: 3D Printed Experience, Available for Purchase Today

Bulleit Collaborates with Leaders in Art, Mixology, Technology and Design to Bring Its Latest Frontier Works Project to Miami as the Next Stop on its Nationwide Tour

MIAMI, December 5, 2019 - As a brand that continuously raises the bar on what it means to be a modern whiskey, last night Bulleit revealed a **limited-edition Art in a Bottle Collection** at the **Bulleit 3D Printed Frontier Experience at Red Dot Miami and Spectrum Miami** during **Miami Art Week**. The collection is the next installment of the **Bulleit Frontier Works** project, where Bulleit is once again bringing together its friends on the cultural frontier to push the boundaries of their craft, this time by creating art inspired by innovation.

With the striking **Bulleit 3D Printed Bar** as the back-drop, media, influencers, art collectors and VIP guests gathered for an exclusive first look at the limited-edition art collection on December 4th, before the bottles go on sale to the public. Art, mixology, technology and design came together in the space to create an intimate and immersive art viewing experience. In addition to interacting with the artwork, guests also enjoyed **3D printed cocktails** and a live mural painting, as well as cocktails served up by some of Miami's best bartenders.

Bulleit created the art collection, which includes 12 original works of Bulleit Art in a Bottle and two complementary 4-foot by 5-foot hand-painted murals, in collaboration with South Florida artists **Jason Skeldon "SKEL"** and **Elidea**. Both artists are known for their unique artistic visions and use of multiple mediums to create something new. It is this same pioneering spirit upon which Bulleit was founded that makes Skeldon and Elidea natural partners for the Bulleit brand to collaborate with. The collection is available for sale starting today, December 5, just in time for the holiday gifting season.

"With the launch of our Art in a Bottle Collection at Miami Art Week, we are collaborating with local artists who are pushing the boundaries of their craft to bring a new element of creativity and design to our 3D Printed Bar experience," said **Sophie Kelly, Sr. Vice President of Whiskey at Diageo North America**. "Miami has become a global art destination known for its art exhibitions and galleries, eclectic bars, retail shops and delicious eateries, which made it an obvious choice for our next stop on the Bulleit 3D Printed Frontier Experience tour. We're thrilled to partner with artists who call this cultural backdrop home and to bring their creative visions of the frontier to life."

Jason and Elidea's art pieces are visual representations of what the cultural frontier means to them. Known for his urban "Pop Art" mixed media style, Jason's art depicts human-animal hybrids who are taking their vocation to new heights, such as mixologists, scientists, architects and tattoo artists. Each character is shown raising a glass of whiskey to toast achievements on the frontier and their commitments to innovating in new and inspiring ways.

"The Frontier Works program highlights everything that's important to me as an artist - individual expression, collaboration, community and taking risks," said Jason Skeldon. "I'm proud to join the roster of artists, makers and innovators who have partnered with Bulleit to create a new project that will hopefully identify with others."

As an Italian native and Miami resident, Elidea was inspired by the new connections formed between different communities that ultimately converge to create their own culture. Her Bulleit



Art in A Bottle pieces depict the Cuban influence in Miami's culture, and the long-lasting connection that she discovered between the two - a connection that Elidea says helps propel both communities forward.

"Since moving to Miami, I've been infatuated with its cultural union between communities and how it elevates life, art, music and cuisine," said Elidea. "The Bulleit Art in a Bottle collection challenged me to visually express my appreciation of this connection, and I hope its representation in an artistic form will be well-received and respected by the people and city of Miami."

Whiskey and art enthusiasts 21 years of age and older can purchase tickets for Red Dot Miami and Spectrum Miami and to visit the Bulleit 3D Printed Frontier Experience from 12pm-8pm ET beginning Thursday, December 5th through Sunday, December 8th, at this link:

<https://www.eventbrite.com/e/red-dot-miami-spectrum-miami-2019-contemporary-art-shows-tickets-56256885860>

Miami is the fifth stop on the Bulleit 3D Printed Frontier Experience tour, which reimagines the classic bar experience in 3D printed designs, under the Bulleit Frontier Works program. At the center of the experience is the Bulleit 3D printed bar, created in partnership with architecture and design practice **FAR frohn&rojas** and the 3D fabrication team at **Machine Histories**. The bar experience also features some of the world's first 3D printed cocktails created in partnership with robotics engineer from Print A Drink Benjamin Greimel. Prior to Miami, the Bulleit 3D Printed Frontier Experience made stops in Oakland, CA; Austin, TX; New York City; and Dallas, TX.

Bulleit encourages consumers 21+ to follow @Bulleit on Instagram to find out where the 3D Printed Frontier Experience will be stopping next, and to always enjoy Bulleit responsibly. To learn more about the Bulleit Frontier Works program, head to Bulleit.com/FrontierWorks.

ABOUT BULLEIT FRONTIER WHISKEY

Bulleit is one of the fastest-growing whiskeys in America, founded in 1987 by Tom Bulleit, who attributes that growth to bartenders and cultural partners who've adopted it as their own. The Bulleit Frontier Whiskey portfolio is distilled and aged in the Bulleit family tradition, using a distinctive high rye recipe, which gives them a bold, spicy taste. Most recently, Bulleit Barrel Strength Bourbon won a Double Gold medal and Best Straight Bourbon at the 2018 San Francisco World Spirits Competition.

Now ranked as one of the fastest-growing whiskeys in America, Bulleit Distilling Co. calls Shelbyville, Ky. home since the 2017 opening of its state-of-the-art distillery and the much-anticipated spring 2019 opening of its high-tech and sensory-rich Visitor Experience. Guests will have the opportunity to learn more about the past, present and future of Bulleit when visiting this latest addition to the Kentucky Bourbon Trail®. For more information, visit www.bulleit.com or follow @Bulleit on Instagram.

ABOUT RED DOT MIAMI

Now in its 14th year, Red Dot Miami, a curated gallery-only contemporary art fair located in Mana Wynwood, takes place annually in December as part of the popular Miami Art Week. Red Dot Miami features up to 75 modern and contemporary galleries representing over 500 leading contemporary artists from primary and secondary markets throughout the world. The five-day



show attracts more than 35,000 visitors and high-net-worth collectors who interact with the specially curated programming. Red Dot Miami has enriched the city's arts scene beyond measure since its inception in 2006, becoming one of the leading satellite shows during Miami Art Week. For more information about Red Dot Miami, visit reddotmiami.com.

ABOUT SPECTRUM MIAMI

Now in its 9th year, Spectrum Miami, a curated contemporary art fair inside Mana Wynwood, takes place annually in December as part of the popular Miami Art Week. Spectrum Miami is where contemporary meets extraordinary, featuring the works of more than 200 exhibiting galleries and artists from the Florida region and around the globe. The five-day show attracts more than 35,000 visitors and high-net-worth collectors who interact with the specially curated programming, while celebrating the fine art experience with music, entertainment, and other special events. Spectrum Miami has emerged as one of the best-attended cultural events in Miami by highlighting thousands of innovative works among Miami's top talent. For more information about Spectrum Miami, visit spectrum-miami.com.

ABOUT DIAGEO

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness. Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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Media Contacts

Alex Stathis, Taylor
astathis@taylorstrategy.com
212-714-5723

Nicole Anastasi, on behalf of Diageo
nicole.anastasi@2bsquaredcommunications.com
704-796-9992