01 / ORIGINS & PEOPLE

Woodford Reserve

A historic Kentucky setting, a modern language of grain, copper and oak.

Woodford Reserve invites two readings: a familiar bourbon and a family of deliberate experiments. Grain choices, distilling methods and maturation open different routes through that family. The setting is old; the modern brand is a separate chapter. Read the place, the people and the whiskey together. [24]

Modern brand: introduced in 1996 at the restored Labrot & Graham Distillery. [4]



The place before the brand

Distilling at the present site dates to 1812. [2] Elijah Pepper established the operation; Oscar Pepper and James Crow helped shape its reputation. [3] The modern brand came much later.

A succession of modern makers

Lincoln Henderson helped establish the modern identity; Chris Morris succeeded him in 2003. [6] Elizabeth McCall became the third master distiller in February 2023, with Morris moving into an emeritus role. [5] Her research and sensory background connects everyday quality with the direction of special releases. [8]

Watercolors are symbolic interpretations, not exact buildings or documentary portraits.

02 / HISTORY & PLACES

A landscape repeatedly renewed



1940 / Brown-Forman arrives The company acquires Labrot & Graham, decades before the modern brand. [4]

1996 / A new commercial chapter Woodford Reserve launches at the restored distillery. [4]

2012 / A second barrel Double Oaked is announced, making oak treatment a permanent extension of the family. [32]

2015-2019 / Grain leads the way Rye and Wheat announcements help trace a family spanning bourbon, rye, malt and wheat. [33, 34]

2026 / Thirty modern years The anniversary expression isolates triple-pot-distilled whiskey at 100 proof. [14]

Read the place by its role

Woodford County supplies the historic homeplace. Brown-Forman also operates a separate distillery in Shively, near Louisville; it should remain a distinct point on the production map. [17] The landmark landscape brings creek, slopes and working buildings into one industrial story. [15]

The full website follows nineteen illustrated milestones and the wider producer story.

03 / WHISKEY, STORIES & SOURCES

Follow the choice that changes flavor

The standard house approach marries pot- and column-distilled whiskey. Copper-pot imagery alone does not describe the entire batch. [1] The bourbon recipe uses 72% corn, 18% rye and 10% malted barley; other grain expressions have their own recipes. [23]

Double Oaked changes barrel treatment. [19] Batch Proof changes the presentation of an assembled batch, rather than promising a single barrel. [21] Super Seasoned Oak examines stave preparation; its seasoning period is not a whiskey age statement. [26]



In September 2026, Kentucky Boy brought Elizabeth McCall and Old Forester’s Caleb Trigo together to honor Chris Morris’s fifty-year career. The tribute makes a shared mentorship visible across distinct Brown-Forman whiskey houses. [35]

Research notes & linked sources

Researched October 15, 2026. Dates, titles and specifications retain their edition context. Illustrations are symbolic. Full chronology and research qualifications appear in the website profile.

[1] Current brand story
[2] Brown-Forman brand
[3] Landmark nomination
[4] Corporate timeline
[5] McCall appointment
[6] Morris biography
[7] Current distillers
[8] McCall biography
[9] Sweet Oak archive
[10] Distillery Series
[11] Derby agreement
[12] 2021 annual report
[13] Madeira Cask Finish
[14] Anniversary bottling
[15] NPS landmarks guide
[16] Historical experience
[17] Shively expansion
[18] Derby renewal
[19] Double Oaked
[20] Double Double Oaked
[21] 2022 Batch Proof
[22] Baccarat Edition
[23] Official process
[24] Brand homepage
[25] Historic Barrel Entry
[26] Super Seasoned Oak
[27] Core bourbon
[28] Rye whiskey
[29] Malt whiskey
[30] Wheat whiskey
[31] Personal Selection
[32] Double Oaked launch
[33] Rye launch
[34] Wheat launch
[35] Kentucky Boy tribute