

Andrew Duncan
Global Brand Director – American Whiskey,
Sazerac Company, Inc.

Speaker Bio:

Andrew leads Sazerac's American Whiskey brands, inclusive of Buffalo Trace Distillery. His teams aim to help Sazerac brands capture the imagination of consumers worldwide through brand campaigns, branded experiences and new product innovation. Over the last few years, Buffalo Trace Distillery brands have appeared globally in the US TV series Yellowstone, a multi-year pro golf partnership with the European Tour and the UK Premiership Rugby League. Buffalo Trace Distillery London, the first BTB homeplace outside the US, opened in late 2023 and won World Visitor Attraction of the Year in its first year. New product launches focused on telling authentic stories have captured industry attention including the World Whiskies Awards Campaign Innovator of the Year (2025) and Brand Campaign of the Year (2024).

Andrew led the team that launched Traveller Whiskey, Sazerac's first celebrity collaboration brand with country music icon Chris Stapleton which became the #1 Super Premium Whiskey of 2024 and the #1 new item across all Beverage Alcohol. Traveller recently became the first Official Whiskey of Major League Baseball, and sponsored the #40 Traveller Whiskey car at the 2024 Daytona 500, which finished in the Top 10 and was the first car ever entered in that race by NASCAR Hall of Famer Dale Earnhardt Jr.

Andrew is a veteran of the United States Air Force and a graduate of Carnegie Mellon University, and is raising three sons between whiskey tastings.

Presentation:

Buffalo Trace Distillery: A Tale of Two Floods

With roots dating back to 1775, Buffalo Trace Distillery is a National Historic Landmark on the Kentucky River that has endured centuries of challenges—from Prohibition to natural disasters. Following two major floods in early 2025, distillery

leaders will share lessons learned and how repeated experience has shaped their approach to effective crisis management.