

# WILD TURKEY

**EDDIE RUSSELL, MASTER DISTILLER**  
Wild Turkey® Distillery, Lawrenceburg,  
Kentucky



## At A Glance: **Eddie Russell**

- Wild Turkey Master Distiller
- Son of Master Distiller, Jimmy Russell and Father of Wild Turkey Brand Ambassador Bruce Russell
- Kentucky Bourbon Hall of Fame™ member
- 35+ Year Whiskey Veteran
- Creator of award-winning Wild Turkey Master's Keep Series
- Co-Creator of Russell's Reserve
- Co-Creator of Wild Turkey Longbranch with Wild Turkey Creative Director Matthew McConaughy

On June 5, 1981, Edward Freeman Russell, the youngest of the three Russell children of Lawrenceburg, Kentucky, joined the family business as he took his spot on the lowest rung of the ladder at the Wild Turkey Distillery. Learning the Bourbon-making trade the way his father had before him, he was put through the paces taking on menial jobs that may have seemed irrelevant to the process then, but were everything to understanding the Wild Turkey way. The rest, as they say, is history.

Now, with 37 years of experience under his belt, "Eddie" knows a thing or two about Bourbon. As the son of legendary Master Distiller Jimmy Russell, and the third generation Russell to work at the Wild Turkey Distillery in Lawrenceburg, Kentucky, Eddie Russell is of an unmatched pedigree in the Bourbon industry. Like his father, Eddie is involved through the entire distillation and aging process of Wild Turkey's whiskeys, ensuring every bottle meets the exacting standards set forth by their predecessors.

Russell began his career at the distillery as a relief operator, eventually becoming a supervisor of new production and then a warehouse supervisor. After two decades in the business, he assumed the position of manager of barrel maturation and warehousing. In this role, he collaborated with his father to create Russell's Reserve 10 Year Old, an award-winning small-batch Bourbon that serves as testimony to the family's heritage of distilling craftsmanship and tradition. Eddie's Bourbon legacy also includes the introduction of Wild Turkey Bourbon (originally called Wild Turkey 81), a premium Bourbon that can stand up to any mixer or in any cocktail with the bold, spicy taste that is distinctively Wild Turkey.

Most recently, Eddie has led the charge on groundbreaking innovations including, Wild Turkey Longbranch, an exciting collaboration with the brand's Creative Director Matthew McConaughy, and Wild Turkey Master's Keep Revival – the third expression in the award-winning Master's Keep Series. With the worldwide boom in Bourbon and Rye consumption, Eddie has his eye squarely on creating new whiskey expressions that appeal to a globally expanding consumer base, while cultivating Wild Turkey's core expressions.

In 2010, Eddie joined his father and other greats in the Bourbon industry when he was inducted into the renowned Kentucky Bourbon Hall of Fame™. In 2015, Eddie earned the illustrious title of Master Distiller and joined his father at the distillery's helm. Today, the two Bourbon Hall of Famers work side by side as the industry's only active father and son master distiller duo. This year, Eddie and his legendary, beloved father Master Distiller Jimmy Russell celebrate 101 years of combined experience at the Wild Turkey distillery – a touching homage to the Wild Turkey 101 Bourbon that launched Jimmy's career more than 60 years ago.

Eddie and his wife Judy have two sons, and live in Lawrenceburg, where Eddie was born and raised. As a testament to how much Bourbon is in the Russell's blood, Eddie's son Bruce joined the family business as a brand ambassador based in Austin, Texas. In his spare time, Eddie enjoys playing golf, and training and hunting with bird dogs. Also, like his father, Eddie relishes in traveling the country and the world spreading the gospel of Wild Turkey to whiskey aficionados.