



BARREL LEDGER

Tasting Intelligence Portfolio

Booker's 2026-01 - Big Easy Batch

An anonymized multi-contributor analysis of scores, sensory themes, tasting variance, and commercial signals

Prepared by White Blaze Analytics
Data through July 19, 2026

6	5	3	7.91
RAW TASTING RECORDS	UNIQUE ANALYTICAL PROFILES	CONTRIBUTING ORGANIZATIONS	PORTFOLIO COMPOSITE

IMPORTANT SAMPLE DISCLOSURE

This report demonstrates the structure and analytical depth of a Barrel Ledger Tasting Intelligence Portfolio. The current dataset is small and should not be interpreted as a statistically representative consumer market survey. Findings describe only the records included in this portfolio.

Executive Summary

Booker's 2026-01 - Big Easy Batch generated a positive portfolio composite of 7.91/10 across 5 unique tasting profiles from three anonymous Barrel Ledger contributors. Scores ranged from 7.50 to 8.25, showing broad approval with meaningful variation in perceived balance, heat integration, and mid-palate depth.

7.91	7.50-8.25	8.20	1 of 5
AVERAGE COMPOSITE	OBSERVED RANGE	TOP COMPONENT: FINISH	BLIND PROFILES

Principal findings

- The portfolio converges strongly around caramel/toffee, baking spice, oak/char, red fruit, and peanut/nut character.
- The finish was the highest-rated component at 8.20, supported by repeated descriptions of length, cinnamon heat, char, and lingering sweetness.
- Perceptions evolved with time and air: one reviewer explicitly reported improvement after opening, while Contributor B moved from 7.5 on July 11 to 8.1 on July 19.
- The single blind tasting scored 8.2 and emphasized vanilla, sweet cherry, and a long finish, suggesting the whiskey performed well without label influence; however, one blind record is insufficient for a robust blind-versus-disclosed conclusion.
- The included notes support positioning around a classic high-proof Booker's profile with a distinctive red-fruit and cinnamon signature, but also identify heat and occasional mid-palate leanness as watchpoints.

COMMERCIAL INTERPRETATION

Within this limited portfolio, the release appears strongest when positioned as a high-proof, flavor-forward batch for enthusiasts who value caramelized sweetness, red fruit, cinnamon spice, and a long finish. The data also suggests that bottle-rest time may improve perceived integration.

Portfolio Scope and Methodology

Included scope

Product	Booker's Batch Release - Small Batch
Release	2026-01 - Big Easy Batch
Barrel / release code	BOOKERS-2026-01

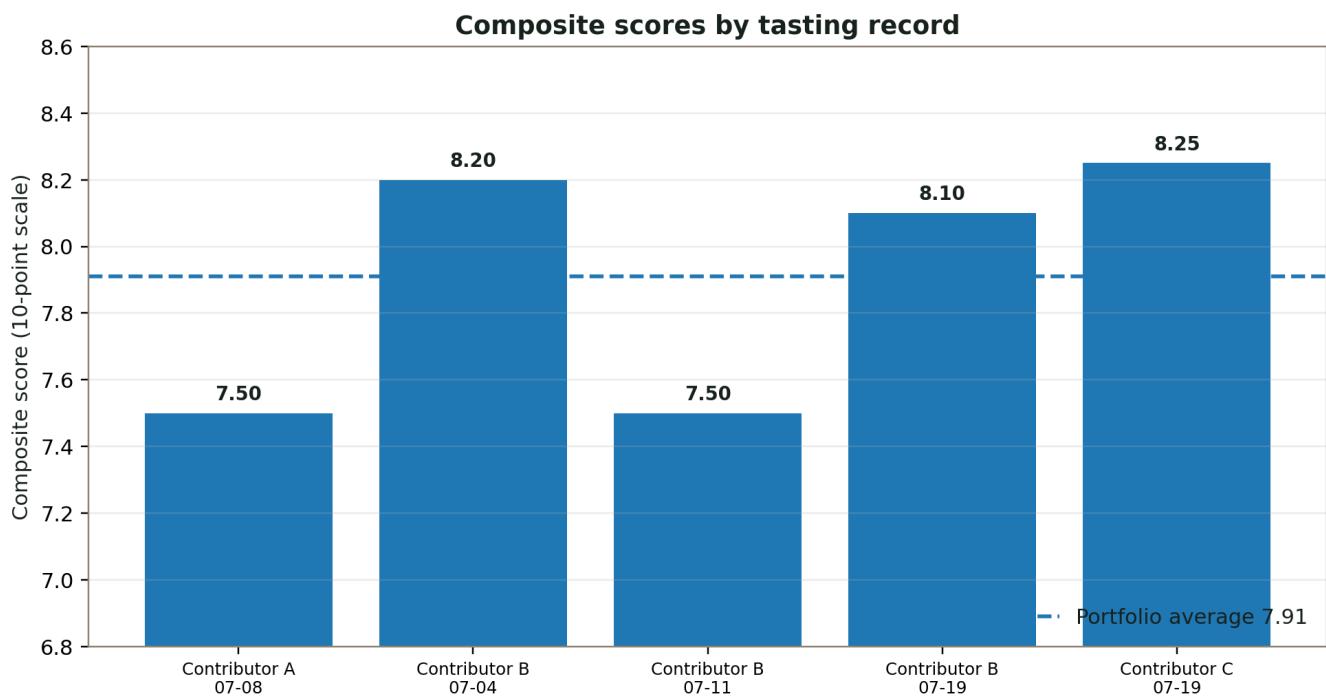


Tasting window	July 4-19, 2026
Raw records	6
Unique analytical profiles	5
Anonymous contributors	3
Blind records	1 unique profile

Analytical treatment

- Scores are reported on the 10-point scale supplied in the source export.
- An exact duplicate Contributor C profile appears twice under different tasting IDs. Both records remain visible in the raw appendix, but only one is used in portfolio averages and sensory prevalence to avoid double-counting identical content.
- Sensory clusters were derived from explicit words and phrases in the tasting prose. They are directional groupings, not laboratory measurements.
- No external product claims, production specifications, retail prices, or market-share assumptions were added beyond what reviewers explicitly supplied.
- Small-sample observations are labeled as directional and should be expanded with additional independent tasting records before making high-stakes commercial decisions.

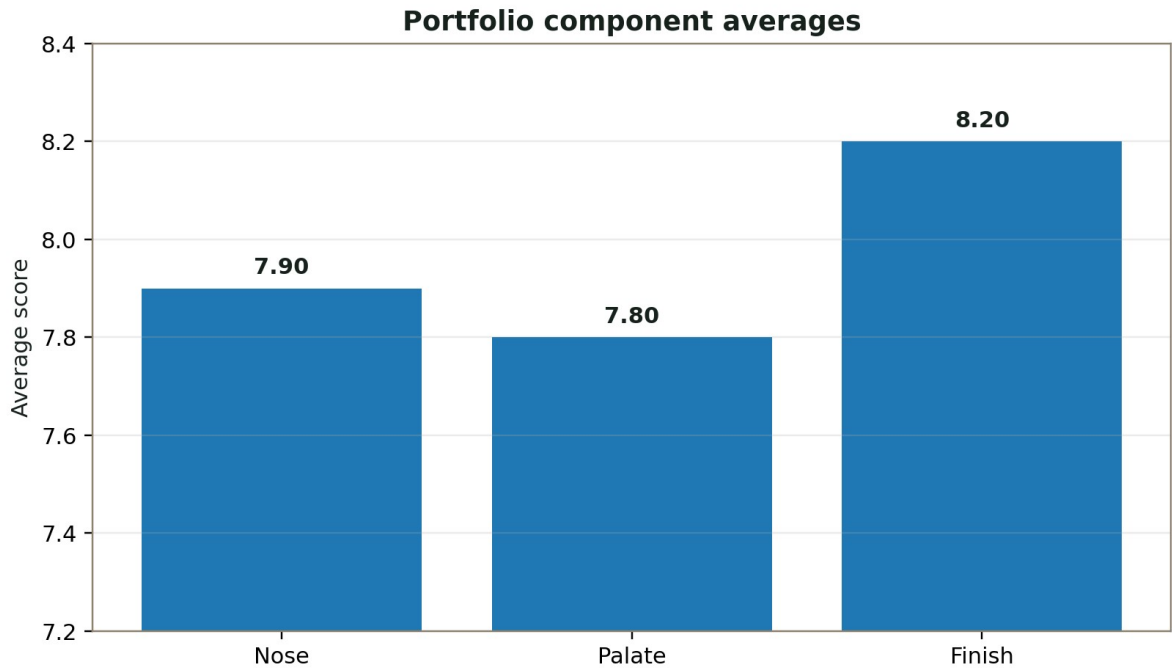
Score Performance





What the score distribution shows

The unique-profile composite average is 7.91. Four of five unique profiles scored 7.5 or higher, and three scored 8.1 or higher. The narrow 0.75-point range indicates general agreement that the release is solid-to-strong, while the spread still captures differences in heat integration and palate development.



Nose averaged 7.90, palate 7.80, and finish 8.20. The finish leads the profile, which is consistent with repeated references to length, cinnamon heat, sweet cherry, char, and lingering sweetness.

Organization and Tasting-Context Variance

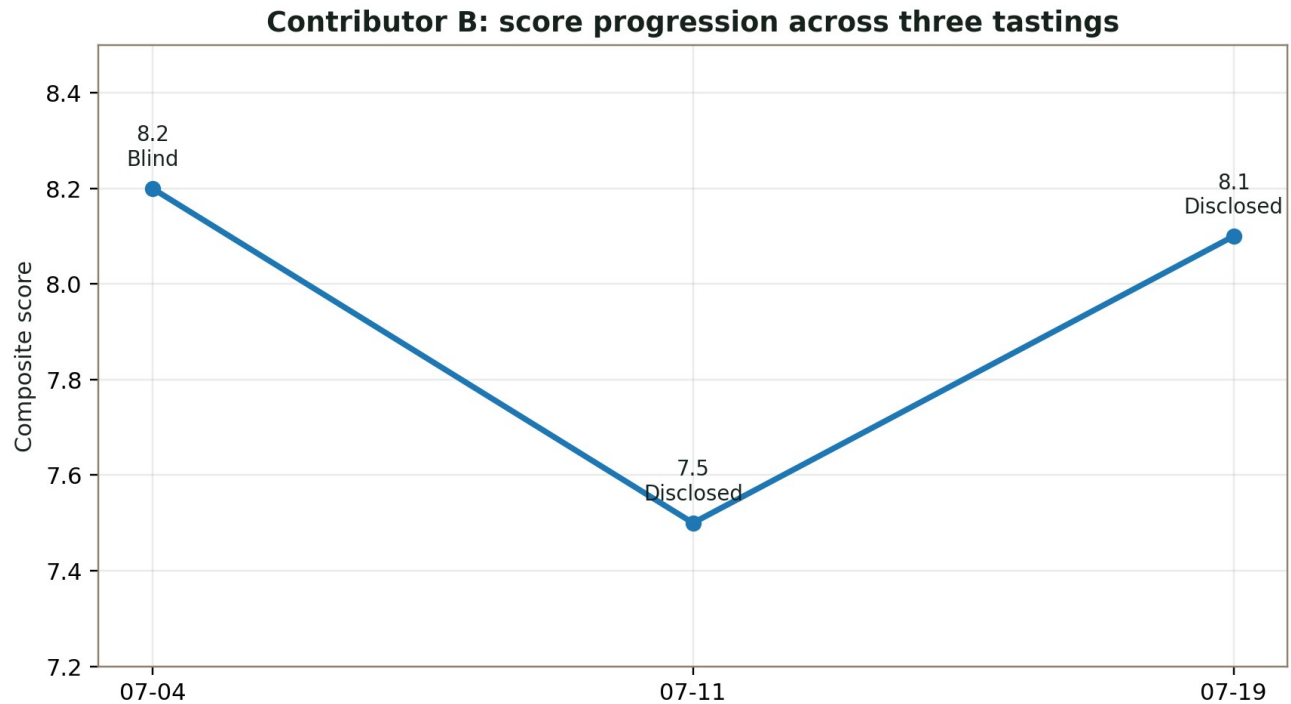
Anonymous contributor	Profiles	Average	Range	Context
Contributor A	1	7.50	7.50	Disclosed
Contributor B	3	7.93	7.50-8.20	Includes blind
Contributor C	1	8.25	8.25	Disclosed

Blind versus disclosed

The one blind profile scored 8.20. The four disclosed unique profiles averaged 7.84. This difference is descriptive only: a single blind observation cannot isolate label effect, reviewer effect, bottle-rest effect, or normal tasting variance.



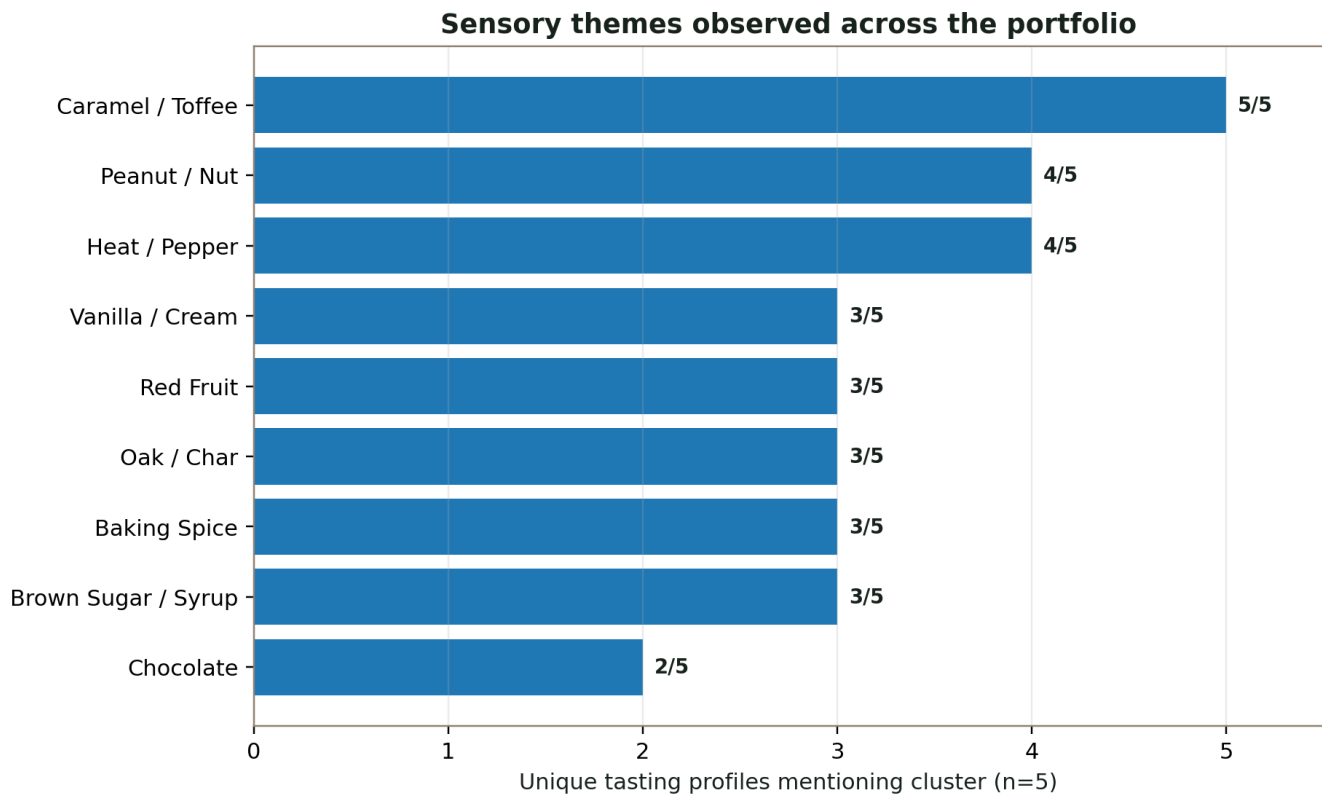
Repeated tasting signal



Contributor B's three observations show a high blind score, a lower disclosed score one week later, and a recovery to 8.1 on July 19. The changing notes - from vanilla/cherry, to spicier caramel and heat, to a more developed caramel-red-fruit-chocolate profile - illustrate why repeated observations can be commercially valuable when evaluating how a high-proof release develops after opening.



Sensory Intelligence



Consensus profile

Sweet core: Caramel and toffee are the dominant common thread, frequently joined by brown sugar, syrup, vanilla, icing, or buttercream.

Fruit signature: Red-fruit language is unusually persistent across profiles: sweet cherry, cherry cough drop, candied strawberry, raspberry tart, and generic red fruit.

Spice structure: Cinnamon appears across palate and finish, with nutmeg, black pepper, peppercorn, baking spice, and rye spice adding complexity.

Oak and char: Barrel char, toasted oak, wood tannins, rickhouse character, and aged leather reinforce a mature barrel-forward identity.

Booker's heritage cue: Peanut brittle, peanut shell, and nutty impressions recur across multiple anonymous contributors and support a recognizable brand-family profile.

Points of divergence

- Palate body and integration: one profile described a light mouthfeel and another a leaner middle, while others reported rich caramel, buttercream, and well-integrated oak.



- Heat perception: reviewers ranged from carrying 129.1 proof well to youthful ethanol, hot spice, peppercorn, and tingly finish.
- Fruit emphasis: cherry dominated Contributor B's notes, while Contributor C emphasized strawberry and orange peel; Chat's Whiskey Notes centered more heavily on toffee and peanut brittle.
- Chocolate appeared primarily in the later July 19 profiles, potentially signaling bottle evolution, contextual variation, or reviewer-specific sensitivity.

Commercial and Research Implications

Positioning opportunity - The portfolio supports a story built around classic Booker's caramel-peanut character expanded by red fruit, cinnamon, toasted oak, and a notably persistent finish.

Serving guidance - Multiple comments about opening, air, and heat suggest value in recommending a rest period in the glass or revisiting the bottle after opening.

Competitive research hypothesis - A future portfolio could benchmark this release against other 125-135 proof bourbons to test whether its red-fruit intensity and finish performance are differentiating.

Message discipline - Avoid overclaiming smoothness. The data supports strong flavor delivery, but heat remains a real and repeated component of the experience.

Value signal - One reviewer explicitly characterized a \$50-\$60 purchase price as exceptional value. Because this is one reviewer's stated observation rather than verified market pricing, it should be treated as a qualitative value signal.

Data-expansion priority - The largest next gain would come from more independent contributors, more blind comparisons, structured rebuy intent, purchase price, and controlled competitive flights.

RECOMMENDED NEXT STUDY

Commission a 20-30 profile blind competitive portfolio featuring Booker's 2026-01 and three similarly proofed releases. Capture purchase price, rebuy intent, perceived proof, preferred pour, and structured sensory selections. This would convert the current directional findings into a stronger commercial benchmark.

Data Quality and Limitations

- The portfolio includes five unique profiles, which is appropriate for demonstration and exploratory insight but not population-level inference.
- Three unique profiles come from one anonymous contributor, increasing the influence of that contributor's palate and tasting context.
- Only one unique profile was blind.



- The dataset contains one exact duplicate profile under two tasting IDs. The report transparently excludes the duplicate from analytical summaries.
- Structured sensory-note fields were null in the export, so sensory analysis was derived from free-text prose.
- Rebuy intent, verified purchase price, serving conditions, sample order, glassware, and time since opening were not consistently captured.
- The report does not claim causation. Changes over time may reflect bottle evolution, reviewer variation, environment, sequence, or normal sensory variability.

Appendix A - Unique Tasting Profiles

1. Contributor A | 2026-07-08 | Disclosed | Composite 7.50

Nose 7.50 | Palate 7.50 | Finish 7.50

Nose: Toffee and peanut brittle lead the nose with a fresh quality underneath. The bottle has opened up noticeably since its initial pour, although some barrel-proof spirit and ethanol remain present.

Palate: The classic Booker's profile carries into the palate with toffee, peanut brittle, and barrel-strength warmth. It carries the 129.1 proof well overall, but the flavors become somewhat leaner through the middle of the palate.

Finish: Warm, nutty, and sweet, with lingering toffee and peanut brittle. The finish still shows some youthful barrel-proof heat and would likely benefit from additional time and air.

Overall/context: A solid release that improved after opening. At roughly \$50 to \$60, the reviewer described it as exceptional value for a 129.1-proof batch.

2. Contributor B | 2026-07-04 | Blind | Composite 8.20

Nose 8.00 | Palate 8.00 | Finish 9.00

Nose: Sweet vanilla leads, with caramel, fresh pear, faint peanut shell, old rickhouse floor, barrel char, and dustiness.

Palate: Light mouthfeel, barrel char, and a strong sweet-cherry impression.

Finish: Long sweet-cherry finish with noticeable oak.

Overall/context: Color: Medium.

3. Contributor B | 2026-07-11 | Disclosed | Composite 7.50



Nose 8.00 | Palate 7.00 | Finish 8.00

Nose: Spicy caramel, baking spice, table syrup, dried fruit leather, and peanut.

Palate: Baking spice, light toasted caramel, and cinnamon.

Finish: Hot, spicy, peppercorn-driven, long and tingly.

4. Contributor B | 2026-07-19 | Disclosed | Composite 8.10

Nose 8.00 | Palate 8.00 | Finish 8.50

Nose: Werther's caramel candy, charred caramel, brown sugar, vanilla icing, raspberry tart, cinnamon toast, rye spice, aged leather, wood tannins, sweet chocolate, peanut shell, and grain.

Palate: Caramel, rich vanilla, cherry cough drop, cinnamon, and well-integrated oak.

Finish: Cinnamon candy, cinnamon hots, nutmeg, barrel char, and bitter chocolate.

5. Contributor C | 2026-07-19 | Disclosed | Composite 8.25

Nose 8.00 | Palate 8.50 | Finish 8.00

Nose: Rich caramel, brown sugar, vanilla cake batter, candied strawberry, and toasted oak.

Palate: Burnt caramel, buttercream, candied strawberry, orange peel, baking spice, cinnamon toast, toasted oak, and bitter chocolate.

Finish: Charred caramel, burnt brown sugar, red fruit, strawberry, cinnamon hots, black pepper, and toasted oak.

Appendix B - Raw Record Reconciliation

The source export contains six rows. Two Contributor C rows have different tasting IDs but identical dates, scores, and prose. For portfolio calculations, these are treated as one analytical profile. Both remain part of the raw source inventory and should be reconciled operationally before a production data sale.

Raw row	Anonymous contributor	Date	Composite	Analytical treatment
1	Contributor A	2026-07-08	7.50	Included
2	Contributor B	2026-07-04	8.20	Included

3	Contributor B	2026-07-11	7.50	Included
4	Contributor B	2026-07-19	8.10	Included
5	Contributor C	2026-07-19	8.25	Included
6	Contributor C	2026-07-19	8.25	Exact duplicate excluded from aggregates

Appendix C - Portfolio Expansion Framework

Additional data field	Commercial value	Recommended capture
Rebuy intent	Connects liking to purchase behavior	Yes / No / At what price
Verified price paid	Supports value and elasticity analysis	Currency and retailer channel
Time since opening	Measures bottle evolution	Fresh crack / days / weeks
Perceived proof	Tests heat integration blind	Estimated proof before reveal
Competitive rank	Creates actionable benchmarking	Rank within controlled flight
Structured sensory notes	Improves scalable querying	Normalized note taxonomy
Serving conditions	Reduces contextual noise	Glass, rest time, water, temperature

About Barrel Ledger Tasting Intelligence Portfolios

Barrel Ledger Tasting Intelligence Portfolios are customized, permissioned data products prepared for producers, distillers, distributors, retailers, and market-research contributors. Portfolios can be scoped by producer, brand, bottle, release, proof, age, finish, price tier, or competitive set. Deliverables may include structured data, analytical visualizations, executive findings, and detailed record appendices.

WHITE BLAZE ANALYTICS

We transform structured whiskey tasting histories into decision-ready intelligence while preserving contributor independence, transparent methodology, and traceable source records.