



Nation's Leading Kentucky Bourbon Distillers Give High Marks to Age ID

The Kentucky Distillers' Association (KDA) takes its commitment to the responsible consumption of bourbon and distilled spirits very seriously. For many years, the legendary organization has been engaged in programs ranging from events to the production of PSAs to keep alcoholic beverages from being sold to or sampled by young people.

The KDA built on that commitment when members deployed Age ID™ at multiple distilleries on the iconic Kentucky Bourbon Trail® and Kentucky Bourbon Trail Craft Tour® experience including Jim Beam, Four Roses, Evan Williams, Bulleit, Town Branch, Maker's Mark, Woodford Reserve, Angel's Envy, Willett Distillery and Boone County Distilling Co. Additional members are coming online soon.

Age ID is being used on mobile devices at visitor centers to authenticate drivers' licenses and other forms of identification to catch altered and fake IDs, which prevents underage access to alcoholic beverage sales and samples.

To celebrate the partnership and educate guests along the Kentucky Bourbon Trail® and Kentucky Bourbon Trail Craft Tour® about the initiative, Intellicheck and KDA released a public service announcement featuring prominent Master Distillers. You can see that video, here:

<http://bit.ly/2obGK4P>

Why Age ID? KDA President Eric Gregory said Age ID's performance exceeded all competitors in a head-to-head technology comparison using IDs confiscated by Kentucky's Department of Alcoholic Beverage Control. "Age ID caught them all," he said. "It wasn't even close."

Gregory said the KDA and its 37 members have a long-standing commitment to social responsibility and the communities they serve. "The adoption of Age ID is an important, collective step forward in furthering our dedication to responsible consumption and the prevention of underage drinking," he said.

“The KDA is proud to be a national leader in responsibility efforts. Adding Age ID to our toolbox of social responsibility initiatives firmly positions the KDA and our Kentucky Bourbon Trail® tours on the forefront of efforts to prevent the sale of alcohol to minors,” he concluded.

The KDA’s famous Kentucky Bourbon Trail® and Kentucky Bourbon Trail Craft Tour® realized more than 1 million stops at participating distilleries as attendance continues to skyrocket.

KDA has lots of company when it comes to the adoption of Age ID. Retailers and enforcement agencies across the country have deployed Age ID because the state-of-the-art technology solution has proven it works. And it does more than just scan. Age ID authenticates IDs and verifies age information in real-time with 99.9% accuracy. It’s budget friendly, quick and easy to adopt and use, so no big IT costs or complicated employee training. Age ID draws on a comprehensive, proprietary database, updated on an ongoing basis, to ensure information is timely and accurate.

Every season brings its challenges for responsible business owners and operators like you and you don’t have time to waste. High-tech fraudulent IDs are flooding the market and old school methods just don’t work with these sophisticated fake IDs. Whether your business is a restaurant, bar, lounge, or retail outlet, when you’re selling age-restricted products like alcohol, e-cigarettes or tobacco, you need the right ID authentication and age verification solution working for you. We’re ready to give you a personal introduction to the budget friendly, high-tech app that is easy to implement and use online, mobile and at the point of sale. Find out more at www.intellicheck.com or call 516-992-1900.