BARRELDEX

The MSRP Cheat Sheet

19 American whiskeys with a sourced MSRP, against official state shelf prices. Data as of 2026-10-21. barreldex.com/markup/

BOTTLE	MSRP	MSRP BASIS	NC	VA	PA	SHELF ÷ MSRP
Four Roses Limited Edition Small Batch 109 proof · 750 ml	$249.00	official: Four Roses press release, Sept 1, 2026 (2026 LE Small Batch, SRP $249)	$249.95	—	—	1.00×
Heaven Hill Phoenix 107 proof · 750 ml	$325.00	press-reported: Heaven Hill Distillery press release, Oct 27, 2026 (via Breaking Bourbon; SRP $325)	$324.95	$325.99	—	1.00×
Angel's Envy Cask Strength 117.8 proof · 750 ml	$249.99	press-reported: Fred Minnick (fredminnick.com), Mar 31, 2026	$249.95	—	$249.99	1.00×
Old Rip Van Winkle 10Y 107 proof · 750 ml	$169.99	official: Old Rip Van Winkle official site (2026 collection)	$169.95	$169.99	$169.99	1.00×
Pappy Van Winkle Family Reserve Bourbon 20 Year 90.4 proof · 750 ml	$399.99	official: Old Rip Van Winkle official site (2026 collection), 20-Year	$399.95	$399.99	—	1.00×
Pappy Van Winkle's Family Reserve 15 Year 107 proof · 750 ml	$299.99	official: Old Rip Van Winkle official site (2026 collection), 15-Year	$299.95	$299.99	—	1.00×
Pappy Van Winkle's Family Reserve 23 Year 95.6 proof · 750 ml	$499.99	official: Old Rip Van Winkle official site (2026 collection), 23-Year	$499.95	$499.99	—	1.00×
Sazerac Rye 18 Year 90 proof · 750 ml	$154.99	official: Buffalo Trace Distillery press release, Nov 18, 2026 (BTAC 2026, SRP $154.99)	$154.95	—	$154.99	1.00×
Van Winkle Special Reserve 12Y 90.4 proof · 750 ml	$199.99	official: Old Rip Van Winkle official site (2026 collection)	$199.95	$199.99	$199.99	1.00×
Parker's Heritage Collection 20th Edition 14 Year Old Kentucky Straight Bourbon 118 proof · 750 ml	$199.99	official: Heaven Hill press release, Sept 8, 2026 (suggested retail $199.99, 750 ml)	$199.95	$199.99	$199.99	1.00×
Wild Turkey Austin Nichols Archives Gold Foil 120 proof · 750 ml	$400.00	official: Wild Turkey press release (PR Newswire, May 2026), Gold Foil Edition	$399.95	$399.99	—	1.00×
Wild Turkey Master's Keep Beacon 118 proof · 750 ml	$300.00	official: Wild Turkey press release (PR Newswire, Sept 2025), SRP $300	$274.95	—	$299.99	0.92–1.00×
Russell's Reserve 15Y Bourbon 117.2 proof · 750 ml	$250.00	official: Russell's Reserve / Campari press release (PR Newswire, 2024), SRP $250	$249.95	—	$249.99	1.00×
Heaven Hill Heritage 18Y 2024 Re… 120 proof · 750 ml	$299.99	official: Heaven Hill press release (2024 Heritage Collection)	$299.95	—	—	1.00×
Old Forester Birthday Bourbon 2026 97 proof · 700 ml	$199.99	official: Old Forester press release, Sept 2, 2026 (MSRP $199.99)	$199.95	—	—	1.00×
Michter's 10Y KS Rye Whiskey 92.8 proof · 750 ml	$210.00	official: Michter's press release (PR Newswire, May 27, 2026)	$209.95	—	—	1.00×
E.H. Taylor Bottled in Bond 100 proof · 750 ml	$154.99	official: Buffalo Trace Distillery press release, Nov 18, 2026 (BTAC 2026, SRP $154.99)	$154.95	—	—	1.00×
Booker's The Reserves '26 125.1 proof · 750 ml	$129.99	press-reported: VinePair, Sept 15, 2026 (also Whisky Advocate, Sept 29, 2026)	$129.95	—	—	1.00×
Knob Creek 18Y 100 proof · 750 ml	$179.99	press-reported: The Bourbon Review (gobourbon.com), Oct 7, 2024, reporting the Knob Creek release	$169.95	$169.99	$169.99	0.94×

State prices: NC ABC Commission quarterly list, Virginia ABC Oct–Dec 2026 list, PA PLCB lists dated 2026-07-01 and 2026-10-01, as cited on each bottle page. "—" = not on that state's list. "unv." = last-known price no longer on the current official list, excluded from shelf ÷ MSRP. Secondary/resale prices are not used. Prices are informational and change; confirm with a licensed retailer. BarrelDex sells nothing. 21+ only. © EVRlakes Digital LLC. Data CC BY 4.0, barreldex.com/data/.